

THE

APPLIED SCIENCE READING ROOM

# *Country* GUIDE

*Green*  
In This Issue . . .

- The Lag in Farming
- Situation and Outlook
- Where Game Trails End

UNIVERSITY OF ALBERTA

SEP 25 1957

*Lib. Sec.*

THE LIBRARY OF ALBERTA  
UNIVERSITY OF ALBERTA  
EDMONTON ALTA. T6G 2G4  
NOV 57 16296029 R X



SEPTEMBER 1957



# *Tops in the Field...* **G.W.G. WORK GARMENTS**

*Fit better - Look better - Wear longer!*



*...Your Best Buy for all the Family*

\*G.W.G. BRAND NAMES  
ARE REGISTERED  
TRADE MARKS

\*REG.

\*"RED STRAP" BIB AND PANT OVERALLS

\*"COWBOY KING" RIDER PANTS

\*"TEXAS RANGER" SHIRTS • \*"IRON MAN" PANTS

Canadians from Coast to Coast choose G.W.G. work clothes because they get extra measure of value—longer wear and a smarter looking garment. The longer wear comes from strong durable denims—exclusive to G.W.G.—that give two-way strength and added durability because of miles of extra cotton thread in every garment. When you purchase a work garment with the G.W.G. label on it, you're buying the BEST work garment made . . . and the finest value too!

**THE GREAT WESTERN GARMENT CO. LTD., EDMONTON**



[H. Armstrong Roberts photo]

In This Issue

## THE *Country* GUIDE

SEPTEMBER, 1957

CANADA'S NATIONAL FARM MONTHLY

### Features

The Lag in Farming—by Sol Sinclair .....	9
Mid-Year Situation and Outlook—by E. C. Hope .....	10
Planning Paid Dividends—by C. V. Faulkner .....	11
Truck Gardener with Initiative—by Don Baron .....	12
Now—Ready-to-Lay Pullets .....	12
Matador Still Going Strong—by Lyn Harrington .....	13
If It's Not One Thing—It's Another—by Eric Wahleen .....	14

### Short Features

Stream-Bank Erosion .....	20	Mr. Chairman .....	51
Honey Bees Communicate .....	33	Silent Guardians of the Farm .....	52
The Tale of a Drunken Cow .....	37	Freeze Food to Expand Markets .....	75
What Are Bull Snakes Really Like? .....	45	Sketch Pad Out-of-Doors .....	76
Farm Potential of the Maritimes .....	49	Danger Lurks in Old Junk Piles .....	77
		New Flare for Showmanship .....	77

### News and Views

Editorial Comment .....	78	Farm Notes .....	6
Weather Forecast .....	4	Get It At a Glance .....	19
Under the Peace Tower .....	18	Young People .....	34

### Farm Practice

Livestock .....	22	Poultry .....	31
Soils and Crops .....	26	Workshop .....	32
Horticulture .....	29	What's New .....	33

### Fiction

The Long Day—by Alan Creighton .....	15
--------------------------------------	----

### Home and Family

Summer Stole Away— <i>by Glenora Pearce</i> .....	55
The Ladies Will Cater .....	56
A.C.W.W. in Ceylon .....	64
Dozens to Dinner .....	58
Where Game Trails End .....	60
Countrywoman .....	63
A New Home .....	66
New Things from Old .....	67
The Snap .....	68
Household Hints .....	68
Teen-Age Behavior .....	70
Needlework .....	71
Homecraft—A Home Industry .....	72
Patterns .....	73
The Country Boy and Girl .....	76

**COVER:** The shadows lengthen earlier now. Another summer is over. But still we have the fall with that special kind of beauty captured for our cover picture by Hugh Irwin.

Editor: H. S. Fry

Associate Editors: LORNE HURD, RICHARD COBB

Field Editors:

C. V. FAULKNER, Alta. and W. Sask.  
DON R. BARON, Eastern Canada

Extension Director: G. B. WALLACE

Home Section:

Assistant Editors: GLENORA PEARCE,  
PHYLLIS THOMSON, RUTH GILL  
Contributing Editor: ANN TILLENUS

Advertising Sales Manager: R. J. HORTON

J. E. BROWNLEE, Q.C., President

R. C. BROWN, Managing Director  
Business Manager: J. S. KYLESUBSCRIPTION PRICES IN CANADA—50 cents one year; \$1.00 two years; \$2.00 five years;  
\$3.00 eight years. Outside Canada \$1.00 per year.

Single copies 5 cents. Authorized by the Postmaster-General, Ottawa, Canada, for transmission as second-class mail matter.

Published and printed by THE PUBLIC PRESS LIMITED, 290 Vaughan St., Winnipeg 2, Man.  
CONTENTS COPYRIGHTED

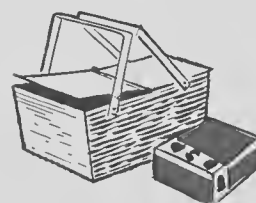
Non-fiction articles or features may be reproduced where proper credit is given to The Country Guide.

# taste the PURE CHOCOLATE

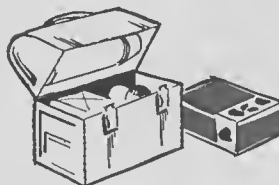
There's more **TASTE APPEAL**  
in **PAULIN'S Chocolate Puffs**  
because the tender biscuit,  
cherry jelly and fluffy marsh-  
mallow are coated in **PURE**  
**CHOCOLATE!**



The choice of chil-  
dren when it's treat  
time.



The "something special"  
for the picnic basket.



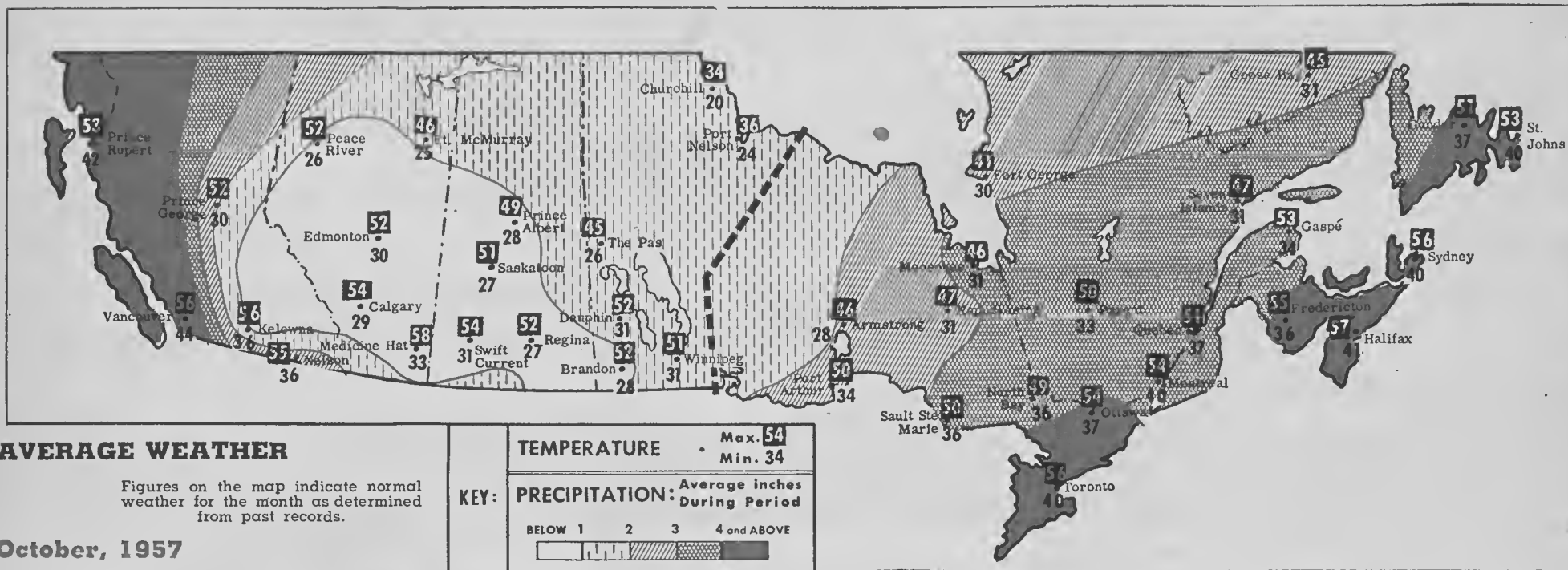
The perfect lunch-  
pail dessert.

# Paulin's

MAKERS OF  
YOUR FAVORITE BISCUITS & CONFECTIONS



(Allow a day or two either way in using this forecast.  
It should be 75 per cent right for your area, but  
not necessarily for your farm.—ed.)

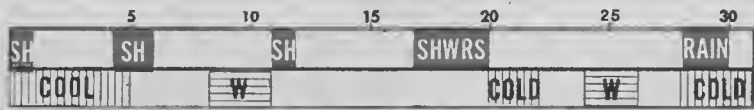


## Alberta

The temperature outlook for the month of October is one of normal to below-normal temperatures. Near the southern border, the averages will be near long-term normal, while with distance north the weather will cool appreciably. Three main cool intervals will occur, but they will be broken up by the two warmest spells of the month. Rapidly changing conditions are expected, with highest tempera-

tures in the 70's being followed by teens, as winter rears its ugly head. As far as precipitation goes, it appears to be a wet month. Most locations will report precipitation in excess of the normal levels for October. The main storms of the month will occur right after mid-month and again near the end of October. At least some of this moisture should be stored away in the ground before it is sealed up for the winter.

PRECIPITATION  
OCT.  
TEMPERATURE

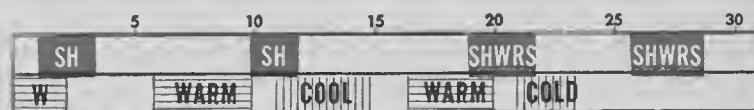


## Ontario

Cold and dry is the outlook for October. Relative to precipitation, this will be about the same type of month as it was last year in the heavier populated areas. October, 1956, was dry in the eastern portions of the province, but wetter than usual in the west. This year, temperatures will average 2 or 3 degrees colder than normal, with the greatest departure from normal in the southern Great Lakes region. Not quite so much vari-

ation in temperature will take place as in the prairie provinces, but even so you may plan on afternoon readings in the 60's where the warm intervals occur. Storminess will not be much less frequent than you would ordinarily expect, but the intensity of the storms will be less, and the resulting precipitation recorded in the rain-gauges over Ontario through the entire month will fall short of normal. This is encouraging for it means that outside work may be accomplished.

PRECIPITATION  
OCT.  
TEMPERATURE

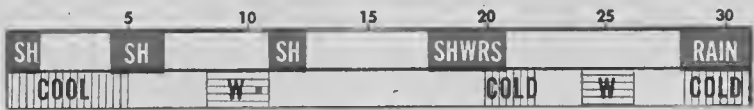


## Saskatchewan

Last year the month of October was a good one in the southern parts of Saskatchewan in that temperatures were warmer than normal and precipitation amounts averaged around 150 per cent of normal. Moisture was then retained in the depleted underground water tables for use in the spring. So, you in the south got the benefit from last year while the central parts were quite dry. This year the reverse will be true, with the

northern and central portions receiving more than normal precipitation which will prepare soil for winter, while the southern border areas will see most of the storminess move across to the north of you. Temperature-wise, the month will be a little on the cool side. Lowest temperatures will be in the teens, but the warmest readings will still hit the 70's with ease during the two warm spells indicated on the temperature bar below.

PRECIPITATION  
OCT.  
TEMPERATURE

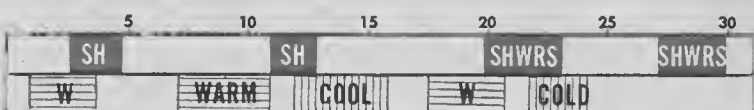


## Quebec

Plan your outside work and other activities so that you avoid the fourth week of the month. If you do this, the chances of getting done what you wish to do will be excellent. The month as a whole will be quite dry, in relation to normal, and the fourth week is the one in which the most important storminess will occur. There will be other times when showers will occur, but they will be minimized in comparison. The tem-

peratures will be cooler than normal most of the month, and temperature averages will reflect this when the month of October this year is analyzed as a whole. Coldest weather is expected during the second week. Lowest morning temperatures will be in the teens, but quite briefly. If you remember last October, you will know what to expect in the way of precipitation, but the contrast in temperatures between this year and last will stand out in your minds.

PRECIPITATION  
OCT.  
TEMPERATURE

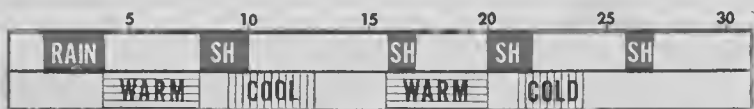


## Manitoba

Look for the fourth week of the month to be the coldest. A shower period, plus the cold interval right after the end of the third week, will contain the lowest temperatures of the month. During this period, you may expect readings into the low teens. It will not be all cold though, as the mercury will climb into the upper 60's during the warm spells. The over-all picture will be, below normal for the month. Precipitation,

for the most part, will be below the usual levels, and storminess will be less intense than is usually expected during the month of October. The only exception to this is in the extreme northwest corner of the province, where the main storm tracks will be evident this month. Summing up, it should be a good month for outdoor work, because of dry weather, but it will be a cool one for the time of year.

PRECIPITATION  
OCT.  
TEMPERATURE



## Maritime Provinces

Draw a line north-south through the middle of this region. East of that line the temperatures will be near, or slightly above, normal for the month. West of the line you may expect temperatures to average a little cooler than you are used to for the month of October. In either case, the departure from normal will not be very large. Clearing weather, following the passage of storms, will be largely responsible for the minus departure in the

west. At these times, low recordings in the 20's will occur. Along the coast, temperatures may fall as low as the 30's, but no extremely cold weather is expected. Amounts of precipitation will naturally be higher along the coast than inland, but the net result will be about the same, with the Maritime provinces averaging fairly close to normal. For outside activities, plan the way you would for any normal October.

PRECIPITATION  
OCT.  
TEMPERATURE







**Don't be confused** about which brand of antifreeze gives the best all-winter protection. Ask the man who regularly services your car; he has the answer. He knows that the ethylene glycol antifreeze he sells is backed by his company . . . a name you know and trust. With ethylene glycol antifreeze, your cooling system is protected from freezing on the coldest winter days. And what's more *every* well known brand of antifreeze also contains a rust inhibitor. See your serviceman today . . . it will mean carefree driving right through the winter.

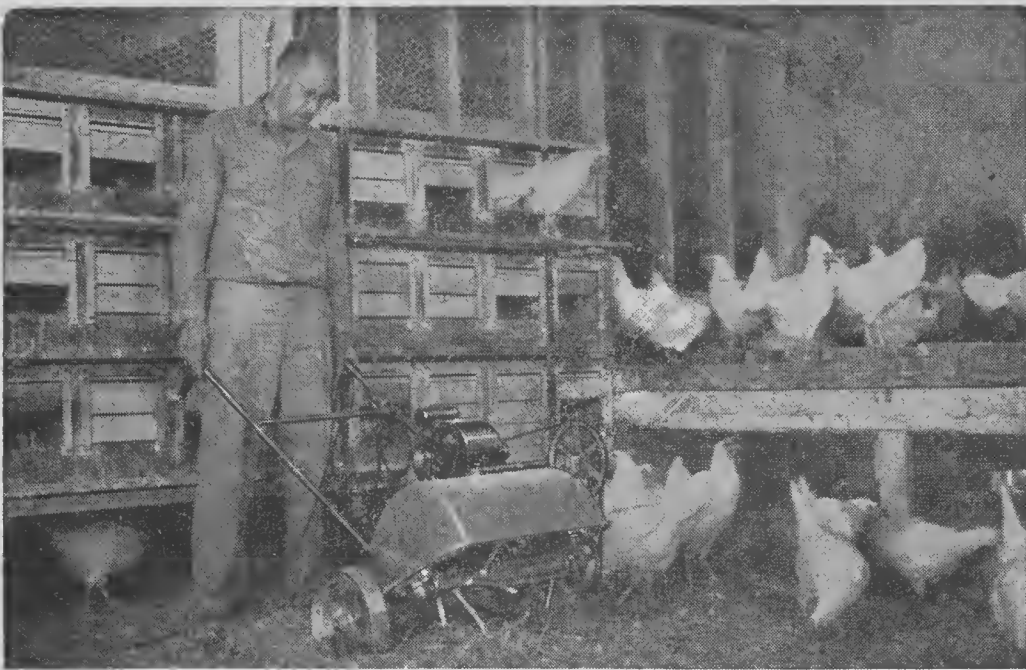
Dow Chemical of Canada, Limited is the leading supplier of ethylene glycol to Canadian manufacturers of all-winter antifreeze.

*Chemicals Basic to Canadian Living*



DOW CHEMICAL OF CANADA, LIMITED • CALGARY • MONTREAL • SARNIA • TORONTO • WINNIPEG

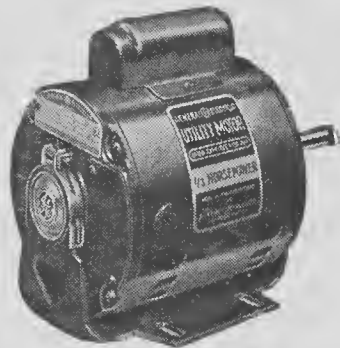




This farmer is shown putting electricity to good use to stir up the laying pen litter. The electric motor not only does the job faster, but does it thoroughly and quietly without disturbing the flock.

## Do your farm work easier... faster with NEW G-E UTILITY MOTORS...

Now, there's a new G-E Utility Motor for your farm that will save time, labour and money. This new motor is a miracle of versatility! It's smaller for easier installation, lighter for easier handling and can be mounted in standard sidewall or ceiling positions. This is truly a mighty mite with power to spare for water pumps—hoists—conveyors—grinders and power tools. It is designed to provide economical, dependable service for all your power equipment. Look for the new blue-grey G-E Utility Motor at your dealers now. To get the right motor for the right job... mail the coupon for a 12-page booklet explaining in three simple steps "How to Choose your New Motor".



**FRACTIONAL  
HORSEPOWER  
MOTORS**

**CANADIAN GENERAL ELECTRIC COMPANY LIMITED**

Advertising and Sales Promotion  
Motor and Control Dept.  
Canadian General Electric Co. Ltd.  
Peterborough, Ontario.

86055R

Please send me a free copy of your booklet No. 3220  
"How to Choose Your New Motor—in three easy steps".

NAME.....  
ADDRESS.....  
CITY..... PROV.....

Postal cards are a convenient way to get in touch with our advertisers or ourselves. Why not pick up a supply at your post office the next time you go to town?



**MORE NEW LINES**

**NEW BLANKETS,  
HOUSEHOLD GOODS,  
ELECTRICAL APPLIANCES  
WITH YOUR MATERIAL**

**in BRANDON WOOLLEN MILLS**

**1958 CATALOGUE**

The biggest catalogue of its kind in Canada—LOWEST PRICES  
—receiving \$ credit for your old material.

Send any TYPE of OLD MATERIAL and receive for a surprisingly low price...

- Blankets      • Auto Robes      • Comforters
- Floor Rugs      • Yarn      • Sheets
- Electrical Appliances      • Convoy Coats

### BRANDON WOOLLEN MILLS

Co. Ltd., Brandon, Manitoba.

Please send me by return mail your free catalogue with complete information.

Name .....

Address .....

Town ..... Prov. .... CCC

MAIL COUPON  
AT RIGHT  
FOR YOUR  
FREE COPY

## FARM NOTES

### Harkness New Minister of Agriculture

**DOUGLAS HARKNESS**, 54-year-old Member of Parliament for Calgary North, has been named Minister of Agriculture in the Progressive-Conservative Government, by Prime Minister Diefenbaker.

He comes to this important post with a farm background, and with experience as a farmer, educationist, and army officer. In addition, he has had 12 years of experience in the House of Commons at Ottawa.

A native of Toronto, Mr. Harkness moved West with his family, who farmed at Elkhorn, Manitoba, and in Saskatchewan. He attended the University of Alberta, and after graduation taught school at Magrath and Red Deer, Alta., where he also operated a small farm. In the depression years he moved to Calgary to teach in a high school under the principalship of the late William Aberhart, the first Social Credit Premier of the Province of Alberta.

At the outbreak of World War II, Mr. Harkness joined the Canadian Army and served overseas with distinction, rising to the responsible rank of Lieutenant-Colonel in command of the 5th Canadian Anti-tank Regiment. At the end of the war he was persuaded to run for Parliament in the Calgary North constituency and has continued to be the successful candidate in the riding ever since.

Mr. Harkness obtained a quarter-section farm at De Winton, Alta., under the Veterans Land Act in 1947, and has maintained his interest in it since that time. He will have as his parliamentary assistant, John A. Charlton of Ontario's Brant-Haldimond constituency.



The Hon. Douglas Harkness, De Winton, Alta., has a big job on his hands.

### Crop Acreage Estimates for 1957

**P**RELIMINARY estimates of 1957 field crop acreages have been released by D.B.S. They show that Canadian farmers seeded considerably less wheat, oats and mixed grains, but substantially more barley and oilseed crops than in the previous year. Wheat acreage was down 8 per cent, oats down 6 per cent and mixed grains decreased 7 per cent. Barley acreage was up 12 per cent. Flax, rapeseed and soybean acreages reached record high levels. In addition, somewhat larger acreages than in 1956 are reported for corn for grain, tame hay and sugar beets. Other crops showing little change or moderate decreases in area from 1956 are rye, potatoes, buckwheat, dry peas, dry beans, field roots and fodder corn. The area in summerfallow, at 24.7 million acres, is 3 per cent above that of 1956.

The estimated spring plantings for the current year, along with the 1956 acreages in brackets, are as follows: wheat, 21 million (22.8); oats, 11 million (11.7); barley, 9.4 million (8.4); flax, 3.5 million (3.0); rapeseed, 629 thousand (351.9); soybeans, 255.2 thousand (243.2); rye, 550 thousand (546.9); mixed grains, 1,452 thousand (1,560); potatoes, 311 thousand (312.5); buckwheat, 102.4 thousand (168); dry peas, 84.9 thousand (87.9); dry beans, 62.5 thousand (65.6); field roots, 32.9 thousand (39.7); fodder corn, 370.7 thousand (394.2); tame hay, 11.5 million (10.9); and sugar beets remaining for harvest, 86 thousand (78.9).

### Shorthorn Judges Attend School at O.A.C.

**O**VER 40 judges of Shorthorn cattle gathered recently at the Ontario Agricultural College for the annual Judging School sponsored by the Ontario Shorthorn Association. The purpose of the school is to bring together the judges of the province in order to ensure standardization of their work and ideas, and to acquaint them with the score card.



Prof. G. E. Raithby; C. W. Thorn, Galt; H. White, Guelph; and W. W. Donaldson, Peterborough, admire the winning cow at the O.A.C. school.

### Experimental Farm Marks Half-Century

**F**ARM tours, a sod turning, an official announcement on the release of a new breed of swine, and a number of important addresses highlighted the fiftieth anniversary celebrations of the Canada Department of Agriculture Experimental Farm at Lacombe, Alta. Chairman for the occasion was farm superintendent, J. G. Stothart.

Among those who addressed the more than 700 people in attendance were Dr. C. H. Goulden, Ottawa, Director of the Experimental Farms Service for all of Canada, and Dr. Andrew Stewart, president, University of Alberta.

(Please turn to page 49)



**NOW! BIG BONUS TRADES ON ALL**

**'57 COCKSHUTT TRACTORS**

You've never had a better chance to own a big, new deluxe 1957 Cockshutt tractor for so little money! Your Cockshutt Dealer must clear out his present tractor inventory before winter . . . so his trade-in allowances were never higher on *all of Cockshutt's great 1957 models.*

Yes, today . . . right *NOW*, you can own a brand new Cockshutt of your choice for less—far less than ever before. So for the tractor deal of your life see your Cockshutt Dealer—*Today!*

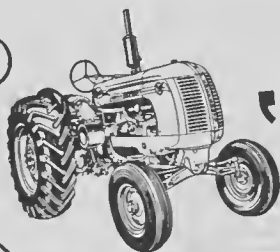


Now is the time to trade tractors  
at big bonus savings!  
... during **Cockshutt's** big

# FALL TRACTOR CLEARANCE SALE

**POWERFUL!**

Gas or diesel engine

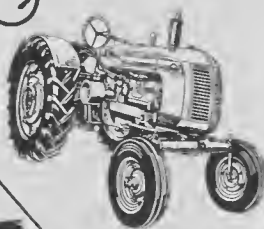


5-plow

**"50"**

**RUGGED!**

Choice of gas or 2 diesel engines



4-plow

**"40"**

**ALL-PURPOSE!**

Speed, power, economy

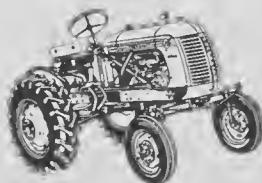


3-plow

**"35"**

**LOW-CLEARANCE!**

Power packed—versatile

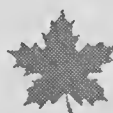


2-plow

**"20"**

**Cockshutt**

Farm Equipment Ltd. Brantford, Ontario



Buy Canadian  
Buy Cockshutt

The only tractor line made in Canada by  
Canadians for Canadian farming.



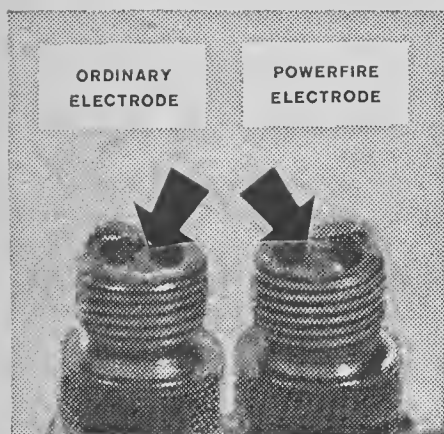


### 1. More Useful Horsepower:

New sets of Champion Spark Plugs deliver *full* power from *any* farm engine for harvesting and at other peak load periods. Auto-

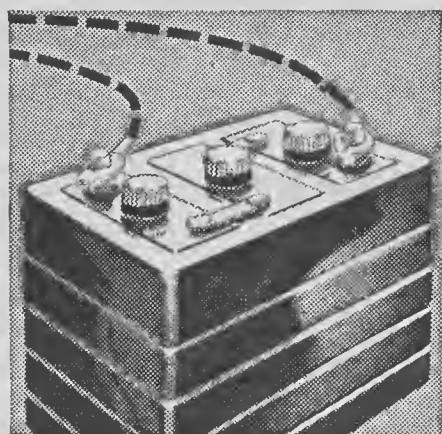
tive tests show that new Champions increase engine horsepower an average of 24% when they replace worn plugs.

# How new Champion spark plugs improve farm engine performance 4 important ways



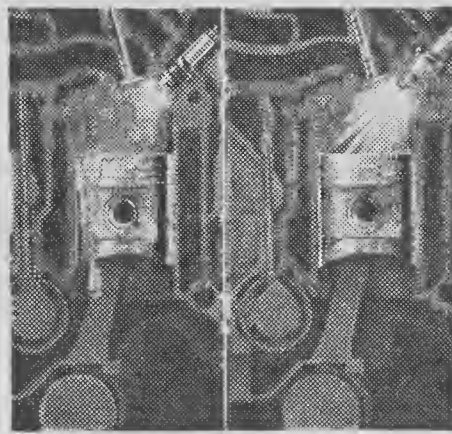
### 2. Greater Economy:

Ordinary electrodes soon burn away in modern farm engines . . . misfire . . . waste gas and power. Champion's Powerfire electrode lasts longer . . . gives many more miles and hours of peak efficiency . . . delivers more work output at lower cost.



### 3. Quicker Starting:

Car tests showed that when new Champions replaced plugs that had gone about 10,000 miles, starting averaged 39% faster. Exclusive 5-rib insulator cuts flashover, helps save costly batteries by assuring quick starts in all engines.



### 4. Better Engine Protection:

When old plug (left) misfires, raw gasoline drains into crankcase, dilutes engine oil. Full-firing new Champion (right) protects oil from harmful dilution . . . helps guard against costly repair jobs, crippling engine breakdowns.



Install dependable 5-rib

**CHAMPION**

SPARK PLUGS

CHAMPION SPARK PLUG COMPANY OF CANADA, LIMITED, WINDSOR, ONTARIO



# The Lag in Farming

*Here is a broad look at Canadian agriculture involving a look behind and a questioning look ahead*

**by SOL SINCLAIR**

ONE of the paradoxes in the Canadian economy at present is the income position of agriculture, relative to other industries. If we take the years 1947-49 as 100, the index of over-all national income in 1955 was found to be 169, as compared with the index of net farm income of 99. This discrepancy seems strange when compared with a statement by the Gordon Commission, that "between 1946 and 1955 the physical volume of output per farm has increased 30 per cent and gross physical output per man-hour by almost 75 per cent."

Why is this happening in agriculture, and why do we have this income disparity? No direct and final answer is possible, but if we take a look at agriculture itself we may get some clues to an understanding.

Everyone knows that there have been great changes in the size and character of the Canadian economy during the post-war years. It must be emphasized that agriculture itself has made very substantial progress during this period. This is especially true of the adoption of new practices, the increased use of capital, the introduction of labor-saving equipment, and also, an increased rate of output. Farm income, in fact, reached the highest levels in our history during the post-war years. It remains, true, however, that this rate of growth has not been maintained in agriculture relative to the growth of non-agricultural industries: consequently agriculture has not kept pace, and farming has been outstripped by non-agricultural industries.

A very basic fact in this connection is that the demand for farm products has not increased with the same rapidity, as for the products of other industries. These other industries have grown at a tremendous rate and they have become very strong

competitors for the labor, capital, construction materials, and a host of other items required by the efficient farmer. Agriculture has not adjusted itself rapidly enough to these changing conditions.

THIS fact, and all that it represents, makes it desirable to examine some of the changes that have occurred in agriculture over the past 25 years, and to observe the direction which the industry is taking. One of the clearest indicators is to be seen in the decline in farm population. Canada's population increased by 55 per cent between 1931 and 1956. During this period the total Canadian labor force rose by 40 per cent. On the other hand, the number of people in agriculture declined drastically from 32 per cent in 1931, to about 18 per cent now. Similarly, about 29 per cent of the total labor force were working on farms in 1931, as compared with only 12 per cent at present. The greater part of these declines have occurred since 1940, and more particularly since 1950.

Along with a severe drop in the number of farm people, there has also been a marked decline in the number of farms, totalling 157,817, between 1941 and 1956, or 21 per cent. At the same time, there has been an increase in the amount of occupied land, with the result that the average size of farms has increased substantially, from 224 acres in 1931, to 303 acres in 1956. Fortunately, this has not resulted in any serious encroachment on the family farm, which still accounts for almost 99 per cent of the total.

The changes so far mentioned have resulted in a doubling of the total amount of capital invested on Canadian farms since 1931, to about \$10 billion. Much of this increase has come about through an increase in the general price level, which has affected not only the cost of what farmers buy regularly each year, but machinery, buildings and livestock. In addition, however, it represents additions to the productive assets of the farm.

A representative Canadian farm today is a very different type of production unit from the corresponding farm in 1931. Farm buildings have been improved and modern-

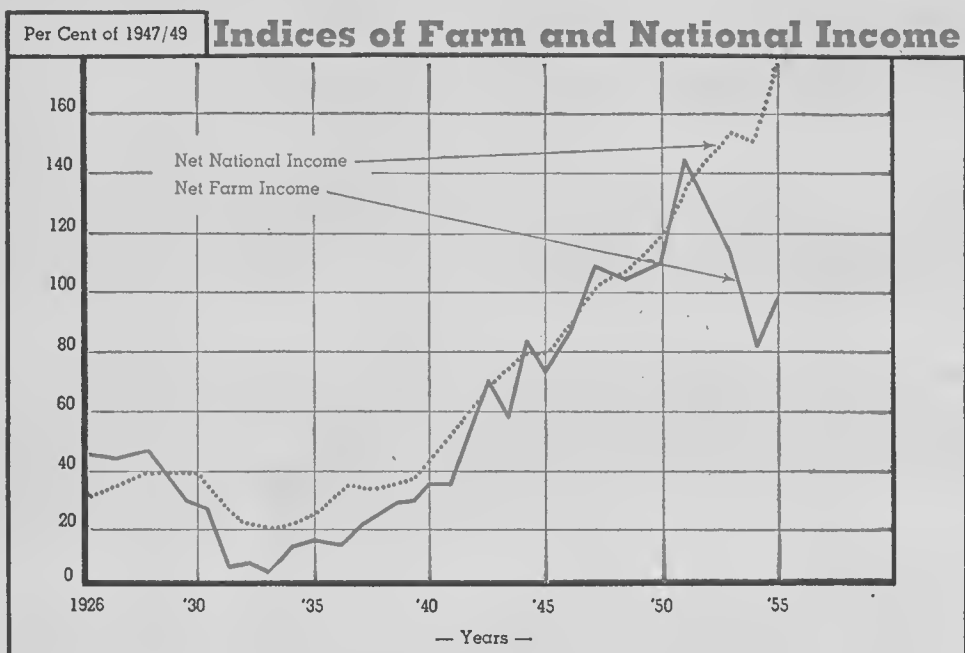
ized, and about two-thirds of them have electricity. Tractors are a universal source of power, so much so that there are now only about 750,000 horses on Canadian farms. Many different types of specialized machinery have been put into use, so that, today, the individual farm represents an investment of more than \$15,000 as compared with \$7,000 in 1931. Machinery requires a much larger outlay of capital today—about four times as much as in 1931—, and the same with livestock. Investment per farm worker amounts to about \$12,000 compared with about \$4,600 in 1931. It is difficult to compare agriculture with other industries in this respect, but a recent study in the United States shows that productive assets per worker in agriculture, in 1955, amounted to over \$18,000 as compared with just over \$7,000 per worker in non-farm industries. This is more interesting when it is realized that in 1930 the value of these assets per farm worker in the U.S. was about the same as per non-farm worker. Therefore, it seems reasonable to conclude that in 25 years, assets per farm worker increased four times, where the corresponding assets per non-farm worker rose only 75 per cent.

DURING the past 20 years in particular, scientists have introduced new fertilizers, new chemicals for weed and insect control, as well as many new varieties of grain and other crops. They have developed better management practices for livestock production.

One important consequence of these latter changes, involving the use of much more equipment, is that the cash outlay for farm production factors has markedly increased in recent years. For example, the cash operating expenses per farm worker in Canada averaged about \$320 in 1931, whereas currently the corresponding figure is \$1,700. Farmers, therefore, have seriously attempted to adjust to modern methods of production and by the application of modern techniques and machines, to reduce over-all per unit costs and to increase output per man, per acre, and per unit of animals.

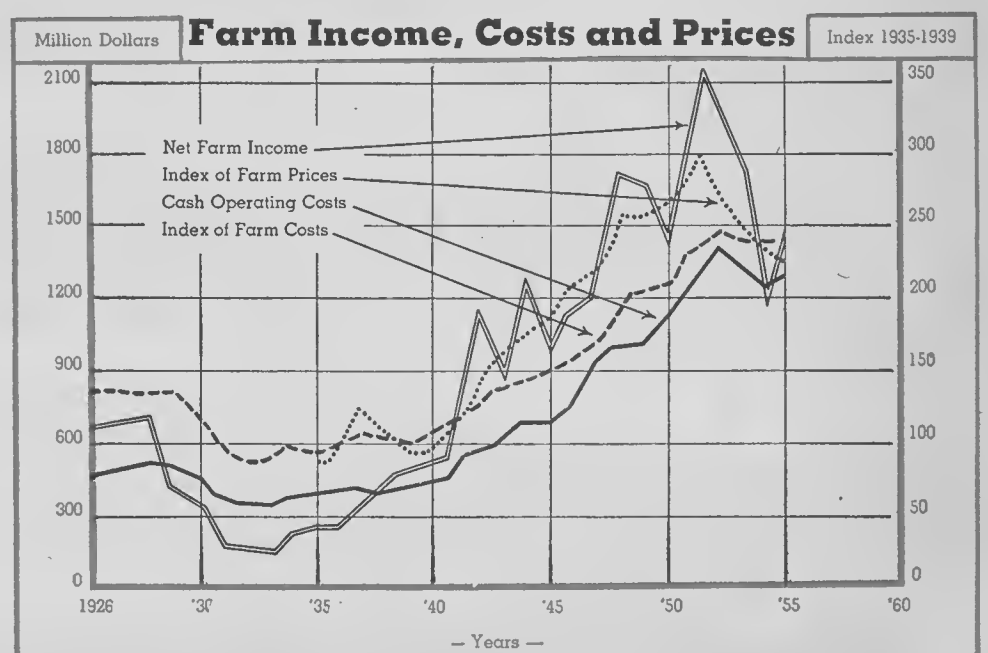
These adjustments were much more rapid during the decade from 1942 to 1952. Farmers then enjoyed an advantage in prices received, as compared with costs. Where the index of the prices of farm products in Canada was about 90 in 1931 (1935-39 as 100), it remained substantially at that level until about 1941. By 1951 the index was at 297, and by the end of 1956 it had declined to 220. In 1931, the index of prices for the goods and services that farmers use and must buy was at 101, and remained

(Please turn to page 38)



**CHART 1**

Chart 1 shows that while national income has continued to rise, net farm income has declined since 1951, in spite of the fact that physical volume of output per farm has increased 30 per cent, and output per man-hour by 75 per cent, between 1946 and 1955. At the same time, as Chart 2 indicates, the trend of farm costs has continued upward.



**CHART 2**



# Mid-Year Situation and Outlook

Here are the immediate prospects  
as viewed by the Canadian  
Federation of Agriculture  
and prepared by

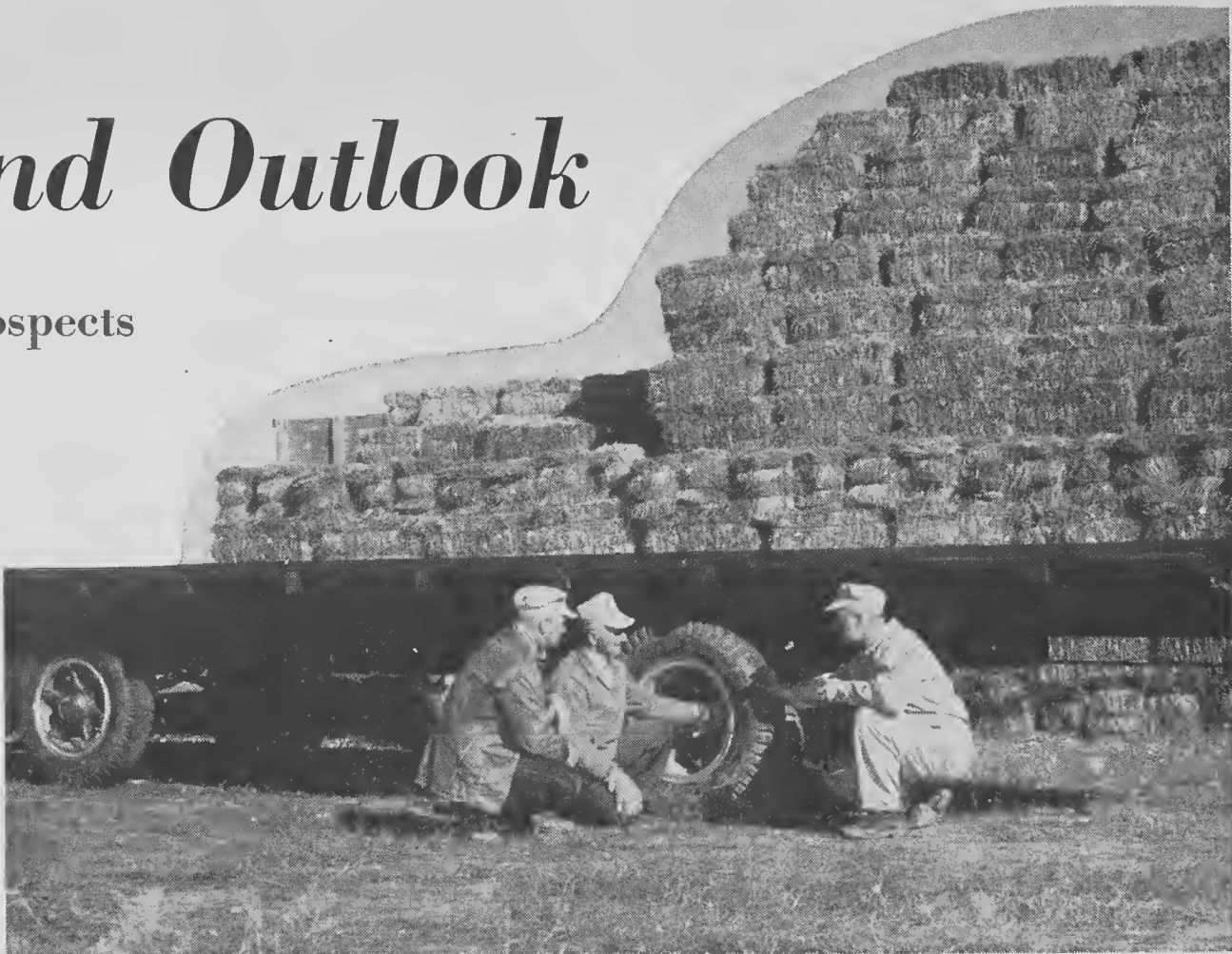
**E. C. HOPE**

**I**T appears that the rapid increase in industrial activity in most countries from 1954 to 1956 is levelling out, and within recent months, is showing a tendency to recede a little from peak levels of 1956. In the United Kingdom, for instance, unemployment has been increasing for about a year and industrial production has ceased to climb. In the United States, industrial production has not expanded for the last six months, and recently there has been a small increase in unemployment. In Canada, industrial production is still creeping up, but at a declining rate. The number of unemployed persons has increased since January, over the corresponding months of 1956, and is now about 45,000 more than a year ago.

While a pause in industrial activity, or even a recession, is not unexpected after two years of rather rapid rise, yet there is little doubt that the efforts of governments to dampen down inflationary pressures have begun, within recent months, to show results. The general level of prices in Canada and the United States, which rose rapidly from 1954 until late 1956, has shown little change for the past six months.

There is no definite evidence yet that the important industrial countries have begun to relax credit restrictions. Since it takes some time for relaxation of credit restrictions to have a significant impact on industrial production and employment, it would appear that general business and employment will likely recede a little further over the balance of this year before a modest pickup could start in 1958. This pickup for 1958 assumes some relaxation in credit restrictions within the next few months.

So far, any slight recession in Canada and the United States has not shown any significant decline in the demand for farm products. Demand should continue at present high levels well into 1958.



**A**PART from grain, the over-all level of prices for farm products in Canada has been rising slowly for 12 months. Grain prices have fallen a little, over the same period. Farm costs have resumed their advance, with the net result that over-all prices of farm products have about the same purchasing power that they had a year ago, that is, about 84 per cent of the basic 1925-1929 period.

At the present time, good steers are about 80 to 85 per cent of fair relationship prices, B1 hogs are about 110 per cent, butter about 83 per cent, cheese 100 per cent, grade A eggs 85 per cent, turkeys 56. Wheat Board selling prices for grain range from about 80 to 85 per cent.

Over the coming 12 months, the rise in the prices of things that farmers buy is likely to be very small. This is based on the assumption that the cumulative effects of credit restrictions over the past year will tend to slow down prices and wage increases.

The long and rapid decline in the farm labor force appears to be tapering off. In June of this year, the farm labor force was 660,000, compared with 670,000 a year ago. The decline of 10,000 in the past 12 months was the smallest annual decline since 1946. It would appear that the present labor force can just about maintain the present volume of farm production. There is little redundant labor on farms today.

In an attempt to analyze further what has been taking place in Canadian agriculture in the post-war period, the CFA has constructed a monthly, seasonably corrected index of the volume of production of animal and poultry products. This index is based on 1946 as 100, and includes inspected slaughter of cattle, live cattle exports, hog slaughter, milk production, egg production and poultry meat production. These products account for about 75 per cent of the sales of farm products, excluding grain.

This index is plotted in the chart along with the trend of population since 1946. The first thing in this chart which will be noticed is that volume of production of the above products has increased about 21 per cent. The question might well be asked: "In view of the above facts why are prices for these products depressed below parity?" The answer is to be found in the drastic decline in our exports of the above products since 1946. The monthly average tonnage of the exports of the above products since 1946 is shown in the accompanying table:

**Monthly Exports of Beef, Bacon and Ham, Cheese, Manufactured Milk Products, Eggs, Poultry Meat and Dressed Equivalent of Live Cattle**

(Millions of pounds)			
1946	71.5	1952	15.2
1947	54.9	1953	14.5
1948	67.2	1954	14.0
1949	45.4	1955	9.5
1950	43.2	1956	9.1
1951	27.5	1957	4.6
(Av. 1st 3 mos.)			

In 1946 we exported about 21 per cent of the volume of these products marketed. By 1956 our volume of marketing had increased 21 per cent, but we only found export markets for 2.1 per cent.

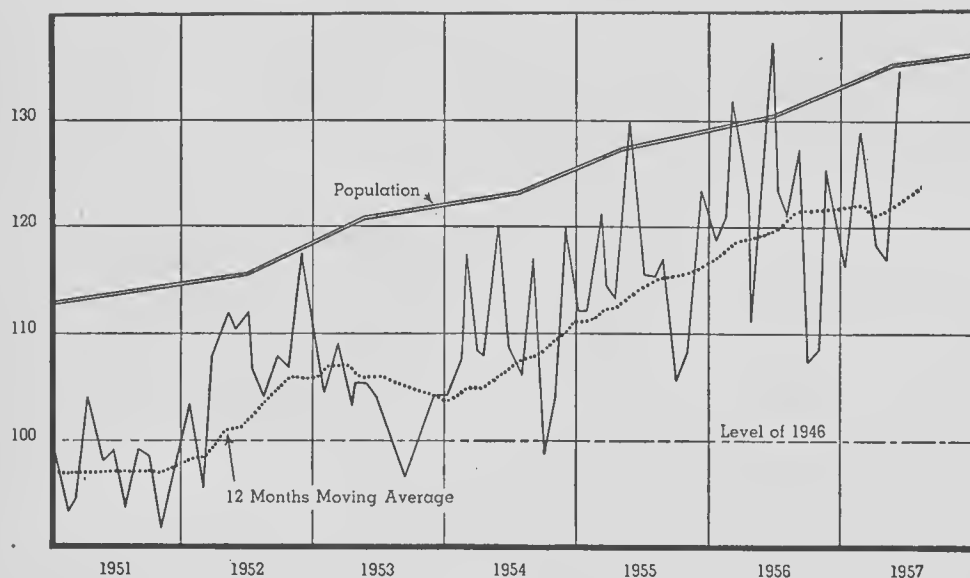
In 1946 we marketed 100 units and exported 21, leaving 79 units for the domestic market. In 1956 we marketed 121 units and exported 2.5 units, leaving 118.5 units for the domestic market.

This means that in 1956 the domestic market had to consume 50 per cent more products, with only a 35 per cent increase in population. *This appears to be the basic reason why our prices are well below 100 per cent of parity.*

Our inability to find satisfactory markets for these products has been due to the rapid expansion in world agriculture and the national self-sufficiency farm programs of some countries.

(Please turn to page 42)

## Population and Livestock Production



Solid and dotted lines show livestock production on a month to month and moving average basis, respectively. Since 1946, human population has increased 35 per cent compared with a 21 per cent increase for livestock production.

*Rod and Enid Tait  
turned this run-down farm  
into an attractive and profitable  
enterprise, with a program  
of year-by-year improvement*

**For them...**

# Planning Paid Dividends

**by C. V. FAULKNER**

**T**HE man who sets a goal for himself has much more chance of success than one who works aimlessly from day to day. This is the essence of the "Farm and Home Improvement Plan" of the Alberta Department of Agriculture, under which a farmer, or farm family, agrees to undertake a list of improvements each year that will ultimately mean preservation of the land, increased production, and a more attractive farmstead. In short, a higher standard of living.

Rod and Enid Tait of Westward Ho offer a prime example of what can be accomplished by a system of planned improvements. Three years ago, they bought their 700-acre farm from a man who had decided to give up farming. And little wonder—the fields were eroded by deep gullies, the soil depleted, and

pieces of rotted lumber and fencing looked as if they'd been scattered over the farmyard by a charge of dynamite.

The Tait's had little to go on but an inborn capacity for hard work, plus a large measure of youthful enthusiasm. Beyond the weeds and the rubble, they saw the farm they would build for the future. There was potential richness in the heavy black soil which swept down to even richer bottom lands along the Little Red Deer River, and every quarter section had a more than adequate supply of water.

In fact, excess water was, and still is, their biggest single problem. They found that all their fields were plagued by underground springs, as well as by steady seepage from a huge area of lake and muskeg above them to the west. To aggravate this situation, the elements obliged with three years of above-normal rainfall.

**D**URING their first year, the Tait's concentrated on raising pigs, and putting in a grain crop which would supply cash (they hoped) for further development work. Before sowing any crop, however, they had to rent a couple of bulldozers from a nearby oil field to fill in the gullies so that farm equipment could be used on the fields.

That fall a bad frost wiped out the grain crops, then, next spring (1955), severe rains opened up all the gullies again. Later, rhinitis developed in their pig herd and all the animals had to be slaughtered—an added legacy of disaster which went with their run-down farm. Rod had an inkling things weren't as they should be even before the

disease appeared, when there were no local bids for his hogs, in spite of the fact he had a Senior champion boar and Junior champion female at the Innisfail show. At that time, it looked as if their dream farm of the future was a long way off indeed.

While the heavy rains were re-opening all the erosion gullies, Rod waded out in hip boots and had a look at what was going on. He saw where the water wanted to go, and tried to figure a way to get it there without damaging his fields. The answer seemed to be a system of diversion ditches around every field—a major undertaking, especially when you have to farm at the same time.

**I**T was then the Tait's realized they would have to plan their development work; decide what jobs should have precedence over others, and complete them one at a time. They contacted Howard Fulcher, District Agriculturist at Olds, and he helped them with a Farm and Home Improvement Plan, designed to suit their specific needs.

That was two years ago. Looking back on it now, Rod agrees it was a step which marked the turning point in their farming operations. "Once our efforts were concentrated on year-by-year improvement, we started to go ahead. You have to advance a step at a time."

It would be more accurate to describe the "steps" the Tait's mapped out for themselves as "strides," and giant ones at that. Where the average list of objectives for one year under the plan was from



*Spreading 500 tons of manure, trucking away rubbish, burning trash, and redecorating the house, were among the first improvements to be carried out.*

four to six, Rod and Enid agreed to tackle a dozen. The main reason for this was that they had a longer way to go than most established farm families, because of the condition of the farm when they took it over.

Their second year at the farm (their first under the planned improvement scheme) could well be called the year of the "big clean up." From around the house they removed two truck loads of tin cans, bottles, and old shoes. In one day they had 17 big trash fires going, to take care of the rotted wood from old buildings and fences. They decorated their house inside and out, removed 500 tons of accumulated manure from the yard and barns, and spread it on nearby land. In addition to this, they replaced their hogs with a cattle-sheep enterprise.

"We'd have done a lot more," Rod explained, "but we were short of cash from the loss of that 1954 crop."

As a special bonus for all this good work, the weather presented them with a hailstorm that wiped out 50 per cent of the 1955 crop. What was left yielded very poorly, which revealed a second "legacy" they inherited when they bought the farm. Land fertility was so low, Rod decided it was almost a waste of seed to put in a crop until he found out what was lacking. Soil analysis soon told him what he needed to know to correct this situation.

One thing that the hailstorm did was to make the Tait's enthusiastic subscribers to the Kneehill-Mountain View hail suppression scheme when it was formed the following year. Rod also did a lot of promotional work for the group, and credits the scheme with saving his 1956 crop.

*(Please turn to page 50)*



*One of a series of diversion ditches needed to prevent gulley and sheet erosion at the farm.*



*This field, overgrown with foxtail and abandoned, produced a 45-bu. crop once the Tait's took over.*

[Guide photos



# Truck Gardener With Initiative

*Near Timmins in Northern Ontario, Karl Doran put his energy and enterprise to work on 100 acres of raw muck land*

by DON BARON

**W**HEN it comes to saving labor and boosting income on a truck garden, the 100 acres of Karl Doran at Timmins, in Ontario's mining belt, has more than its share of good ideas.

This one-time miner, who turned to farming in 1941 for his health, has cleared 100 acres of a deep black muck soil, cross-hatched it with drainage ditches to carry away the spring water that never ceases to ooze from it, and has turned the land into one of the most valuable farms in the North. Yet he bought it for only a few hundred dollars.

Now he is farming his 100 acres practically alone, depending on the

Northland Marsh Gardens; and in the fall, when most of his crop is ready to come off, day-workers are easy to get, as miners on their days off are happy to pick up a few extra dollars.

But in washing and packing the vegetables, his system is probably unique. He looked for a long time at the spring water draining through his ditches and away, then decided it could be put to use. So he built his root cellar (he stores vegetables all winter, so he can pack and sell most of the year) adjacent to the main stream, and extended a shed out over the stream.

To carry vegetables from the root cellar to the stream, he got a length of track of the kind used in the mines at Timmins, laid them through the buildings, put a flat-bottomed mine

car on it, and can haul the vegetables from the storage room to the stream to be washed, winter and summer alike.

For washing radishes, or other vegetables sold by the bunch, he suspended a steel box right into the creek. He can thus step down into the box and be at water level without stooping. He has a pump attached to a plastic hose to provide a spray of water for washing.

His equipment for washing roots like potatoes is ingenious, also. He built a drum-like 17-bushel container, mounted on an axle above the stream. This can be filled with vegetables, then lowered so the bottom half is

submerged. The drum is attached by a chain pulley to an old car transmission, and when the engine is thrown into gear it turns the drum in the creek, washing and rinsing the contents.

Doran sells all the vegetables he can while they are fresh, in the growing season; and the big stores in Timmins and nearby centers are happy to pay a premium for this known-to-be-fresh product. In fact, while it's easy to dismiss, as understandable local pride, the claim of northerners that home-grown produce is superior to that grown further

*(Please turn to page 44)*



[Guide photos]  
Karl Doran is cleaning some bunched vegetables at a stream that runs through his root cellar.



Donald Doran drives the rototiller. Two of these can work the 100 acres.

help that his wife and boys can provide, to keep every acre growing vegetables.

This calls for a well-organized operation; and his best pieces of equipment are hand-operated rototillers. He has two of them, and works the entire farm with them.

He seeds vegetables like carrots, beets and parsnips in ridges of two, three, or four closely spaced rows with sufficient space between the ridges to permit rototiller cultivation. With this planting arrangement, most of the weeding can be done with the rototiller, while weeds in the ridges can be controlled chemically. He admits that without selective weed killers he would be out of business today.

Mr. Doran's method of handling vegetables is ingenious, too. He gets vegetables onto the Timmins market as early as possible, washes and packs them under his own brand name,

## NOW—Ready-to-Lay Pullets

*Specialization in poultry has reached the stage where the egg producer may not see his birds until they are ready to lay*

**D**OES it pay a poultryman to raise his own pullets when he can buy them started and ready to go into the laying pens as money-makers from the start?

This is a question many farmers will have to ask themselves, for more than one firm is producing started pullets in Ontario. The largest of them, Hynergy Hens Ltd., has been

selling about 5,000 birds per month. With demand increasing, the firm intends to boost this figure considerably in the coming months.

Many of those who are buying the birds are likewise happy, with the results. Elmer Reesor bought 1,500 started Hy-Lines this summer because diseases and predators, such as dogs and foxes, were forcing up his costs

of raising his own birds. This young poultryman grows cash-crops on his farm at Stouffville, Ontario, but he also has 2,500 layers. He and his brother and father market their eggs together, and Mr. Reesor senior delivers them to the market in Toronto.

With his pullets safely settled into his laying pens in June, Elmer was well satisfied that started pullets were a good investment.

Other poultrymen, some with giant-sized flocks, are reported to be interested in the development, also. George Scott, probably the biggest egg-producer in Ontario, with over 40,000 layers, tried some started pullets last year; and August Kaiser at Picton (14,000 layers) is reported to be interested in them. Actually, the development is coming into prominence in parts of the United States, and seems to be a natural consequence of recent developments in the poultry industry.

**O**VER the years, the poultry business has split up into highly specialized segments, the first of these being the hatcheries. Then, with the development of low-cost housing, feeding and watering techniques to reduce labor, as well as new methods of disease control, the highly specialized broiler business sprang up.

*(Please turn to page 44)*



[Guide photo]  
Don Brown keeps a close watch on the birds which are being mass-produced for the started pullet market. This building was once used for broilers.



Homes at the Matador Co-op Farm, each with a neat lawn, hedge and garden, encircle the community oval. Here the building committee works on Bill Bailey's house.

# Matador Still Going Strong

**J**UST 11 years ago an unusual experiment began on the Saskatchewan plains on the old Matador Ranch. A group of 17 veterans took up land in co-operation, the first of its kind in Canada. It even startled the Veterans' Land Act office.

Ever since, Matador has been subjected to keen-eyed scrutiny which would appall most farmers. Many people have been curious as to how, and whether, Matador would work out. The visitors' register is crammed with names from one side of the country to the other. Saskatchewan agriculturists are proud of Matador, and have brought out visitors from Indonesia, Pakistan, India, Holland and even Russia.

"Who's the boss here?" the Russians kept asking.

They were rocked to learn that each man in turn is president of the group; that in fact, no one was boss. It's all done democratically, in round-table discussions, as The Country Guide reported in August, 1948.

Matador is working out successfully. Not as slick as a greased pig, of course. But did you ever meet a farmer who hadn't a care in the world? Or a factory worker without some kind of gripe?

The conflicts are fewer than amongst "the boys at the office," and any rivalry is minor compared with that of mill or plant. No village is completely harmonious all the time, and Matador is practically a village in itself, complete with stores, shops, families . . . and human frailties.

It takes a lot of doing for a Canadian farmer to sink his own individuality in group effort. In fact, the effort was too much for several co-operators

*Pooled resources, democratic planning and equally divided profits characterize this 17-member 54 quarter-section co-operative farm*

by **LYN HARRINGTON**

Photos by **RICHARD HARRINGTON**

at various times. They pulled out, but the four vacancies were promptly filled. The group has the right of expelling a member who refuses to comply with the rules, but this has never been used.

**M**ATADOR is a neat little settlement out on the rolling bare prairies, 45 miles north of Swift Current. It's off Highway 4, 11 miles east of the village of Kyle. A couple of lonely grain elevators stand at the end of the railway spur. Two miles beyond them lies the settlement, a horseshoe of attractive small homes, equipped with every convenience.

There's a school to accommodate the 17 school-age children, and a community hall, which was the bunkhouse in the early days when only 4 of the 17 co-operators were married men. The school itself presents a problem. Shall they enlarge it? Will future additions to the community justify the expense? Does Matador, in fact, hold any future for the rising generation? Or should the children go to school in Kyle?

"These children show an enthusiasm for study," wrote the school inspector happily.

There's a co-operative store, where residents do their day-to-day shopping. Eggs cost them 25 cents a dozen, from their own hens. Milk delivered to the door averages 8 cents a quart, from their own cows. And in the end, profits from the store are split up 17 ways, and go back into the co-operators' pockets.

The co-operative farm still has its original limited membership of 17, as it began in April, 1946. Every member has an identical leasehold in the 54 quarter-sections of land, which is pooled for efficient operation. All get the same salary, and exact division of the profits.

Bill Zazelenchuk, once a bookkeeper who hated his job, came to Matador after war years with the R.C.A.F. He now finds that figures have tangible meaning and new interest to him. He keeps the timesheets the men fill out, works out their income tax returns for them, and in general does all the bookkeeping for Matador. It may look easier than harvesting or shovelling snow, but anyone who has ever grappled with interest percentages and depreciation rates knows they're no cinch.

The co-operative farm has an interesting way of portioning out wages for the co-operators. From November 1 to March 31, 5 months, all work is done at the flat rate of 75 cents an hour, whether it's shovelling snow, digging out an oat stack, or pushing a pen in the office.

The other 7 months, from April 1 to October 31, are the "dividend period." Everybody works during this time, but no one (Please turn to page 46)



Left: Bill Zazelenchuk, usually known as "Zaz," is secretary of Matador, and keeps the books straight. Center: These pre-school youngsters have learned co-operation at an early age and they should gain from the experience. Right: Glen Davis with saw, and Lorne Dietrick with sledgehammer, equipped to build turkey houses.



# IF IT'S NOT ONE THING

## — *It's Another*



"SOMETIMES it would be nice to loll in the sun or visit with the girls, after the housework. But look what happens! No sooner have I got the home clean and tidy, and have just stepped outside to see what kind of a day it is, than Wilbur starts to holler. Seems he's having trouble with a wheelbarrow, but he'll just have to wait while I jump into my slacks. Then, heave ho! and he's rescued from a horrible fate.

"What now? I suppose a lot of things need to be done in the garden. They tell me that clambering up a tree keeps the figure trim. Wilbur has other ideas, and soon we're wondering will it hurt very much if that cordwood slips and we . . .

"Knees bend! Were those *my* joints cracking? They tell me that I'll stay supple and graceful if I gather up the eggs, but sometimes I wonder. No time to wonder about anything right now, because those blamed milk pails are filling up and somebody has to tote them around. Guess who?

"This just naturally leads to thoughts of supper, and anyway, Wilbur always says that a woman's place is in the home. That food smells good, even though I say it myself. Oh no! Was that somebody just drove into the yard?

"If it's not one thing, it's another . . . but I wouldn't trade this life, or Wilbur, for all the oil in Alberta!"



Picture story by ERIC WAHLEEN





*"Little Jim should go to town school," stated Aunt Kate.  
And grow away from us and the farm, thought Len*

## THE LONG DAY

by ALAN CREIGHTON

Illustrated by Gordon Collins

AFTER breakfast Len waited a moment by the kitchen door. He folded his muscular arms and watched Milly as she hurried back and forth from the bedroom to the mirror over the sink, fixing her hair and putting some final touches to her dress. Little Jim, looking almost doll-like in his neatly pressed pants and jacket, sat on a chair, saying nothing, and stared down at the floor, his face clean and shiny with much washing.

"I've made your lunch," said Milly. She picked up the metal lunch box and passed it to Len. "You won't need to come back to the house . . . Now, I guess we're all ready. It's almost time for the bus."

She took little Jim by the hand and the three stepped outside the back door. The air was still cool, but sunlight, slanting through a nearby apple tree, had already dried the grass in places. They stood together a moment—Len, broad-shouldered, with boyish blue eyes and large, strong hands, Milly, with her dark eyes and willowy figure.

"Looks like a good day," said Len, his voice a little dry and husky.

"Wish us luck," said Milly.

"Oh, sure. Sure."

He heard their footsteps as they moved away from him down the path to the road, but did not turn to watch them go.

He had done the milking and the truck from the dairy had taken away the milk cans. He went into the barn, released his twenty cows from their stanchions and started them on their way to pasture. Only yesterday, his neighbor, Harry Thorpe, had said that a fence post was down in the pasture between their properties, so he remembered to go

to the tool shed for a roll of wire, pliers, a hammer and some staples.

The path to the cow pasture skirted a bit of woodland, following the uneven contours of gullies that opened out along the floodplain of a small stream. September was in the air. Some farmers were already beginning to pick their early apples. Len saw the pointed top of a ladder being shifted about among apple trees and heard the low, rumbling sound of apples being emptied from baskets into a barrel.

There came the fitful roaring of the bus, as it stopped at their front gate for Milly and Jim. After a short interval Len caught a glimpse of it, swaying slightly with its load, mostly of school children passengers, as it followed the curves of the road past his farm, on the way to town.

THE cows seemed to be moving slower than usual, almost as though they knew that it was the first time in several mornings that they were being driven to pasture by Len alone without Little Jim trudging at his side. The land was marshy near the pasture gate, and Len's heavy boots sunk in the mud. The effort of walking through the mud gave him an unpleasant feeling of tiredness, while his day's work had hardly begun.

The cows moved lazily through the open gateway. After the last cow had passed through he shoved the bars in place. On other mornings he would say at that moment, "O.K., Boy. I have jobs to do. You run along and play," and Little Jim would grin, wave and run off, following the ups and downs of the cowpaths around the gully slopes with an air of high excitement. Len looked about

then, almost expectantly, as though hoping to catch sight of Little Jim's disheveled head of hair bobbing distantly along a path. But he saw only the movement of alder leaves fluttering.

He turned away and set off along the fenceline to find the section that was broken. He had to go some distance, through a clump of pine wood, around a precipitous bank and over a bog. Then he found it—on the edge of Harry Thorpe's orchard—a fence post lying flat on the ground with one of the wires broken.

Repairing the fence was not a big job but it bothered him more than usual. He set the post back in its hole and pounded it down with a small boulder. Part of the top of the post split off and his hand, descending with the stone, was scraped by its contact with sharp edges of wood. A good-sized splinter entered the palm of his hand. He managed to pull it out, but his hand hurt and he found it difficult to string a new strand of wire to replace the one that had broken. As he was tightening the wire with the pliers and pounding in a staple Harry Thorpe, rather stoutish and smiling good-humoredly, walked over from his orchard.

"Glad to see you got around to that, Len. Don't want your cows getting at my apples."

"They won't now," said Len, as he gave the staples a final tap. "That's solid and fast."

"Good enough . . . Going to start your picking? You've got a few early trees."

"I'm leaving them till next week," said Len. "I've got to take a whack at my mangel bed. Haven't touched it since July."

"Well, it's a good day for it," smiled Harry. The cultivation of crops was not a great problem to him. He had a tractor and a power-driven cultivator and did a good deal of his farming in a mood of relaxation, accomplishing laborious jobs easily and with a minimum of effort. Len had never been able to afford much in the way of modern farm machinery. He cultivated with a hoe, as his father had done before him. It took much time and energy, but he liked to think his slower method paid off in better crops.

"By the way," said Harry. "How's that little boy of yours? He hasn't been over to see us lately. Hope he isn't sick." (Please turn to page 52)



# CANADA PACKERS

## ANNUAL REPORT

The 30th year of Canada Packers Limited closed March 27, 1957. (Hereinafter the year is designated 'Fiscal 1957').

Fiscal 1957 consolidated dollar sales reached a new high of .....	\$467,188,000
Fiscal 1956 dollar sales (the previous high) .....	434,221,000
An increase of .....	\$ 32,967,000
Equivalent to .....	7.6%
Consolidated Net Profit for the year was .....	\$ 4,506,506
Equivalent on dollar sales to .....	0.98%
Consolidated Net Profit for Fiscal 1956 was .....	4,745,533
Equivalent on dollar sales to .....	1.11%
Decrease .....	\$ 239,027
Equivalent to .....	5.0%

To facilitate comparison with previous years, we include here the tonnage figure. This figure is on the same basis as in previous annual reports and represents the pounds of product sold by the companies primarily engaged in the packinghouse business.

Tonnage (pounds of product sold) Fiscal 1957 again reached a new high .....	2,435,000,000 lbs.
The previous high (Fiscal 1956) .....	2,285,000,000 lbs.
Increase .....	150,000,000 lbs.
Equivalent to .....	6.6%

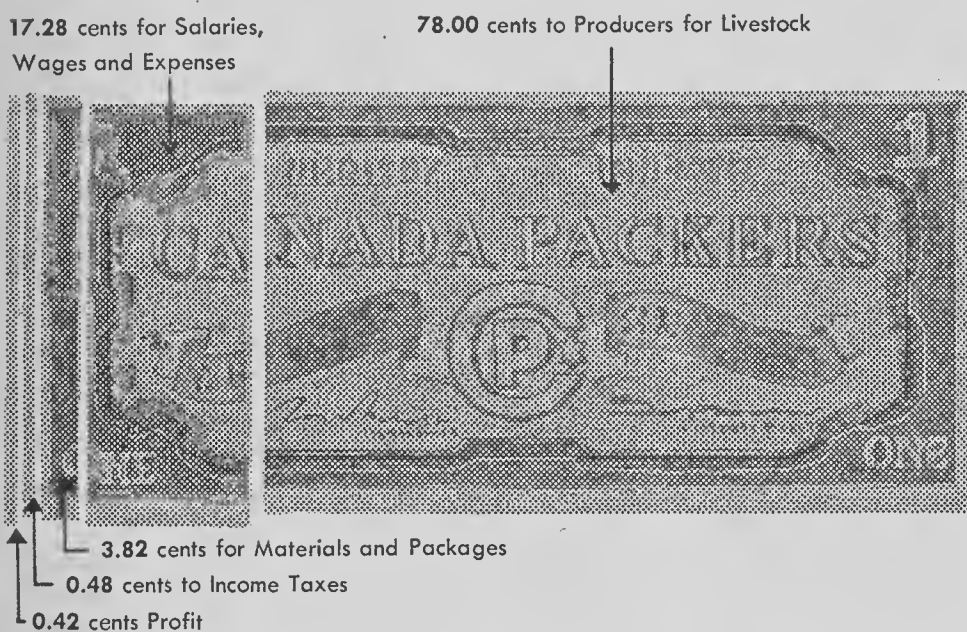
### LIVESTOCK INDUSTRY ECONOMICS

Because of the special interest of the livestock producer, a separate accounting is kept of products derived from livestock, which consist of meats and by-products.

On these, profit was .....	12.9c per 100 lbs.
Equivalent to .....	$\frac{1}{4}$ c per lb.
or .....	0.42% of sales value

This year's profit on products derived from livestock of 0.42% of sales is unusually low.

For the year under review the distribution of the sales dollar for the products derived from livestock is shown by the following chart:



This story of the year's operation in livestock products can be reduced to still simpler terms if transposed as follows:

TABLE I

Packer's selling price .....	\$100.00
Operating expenses (including materials and taxes) ..	\$21.58
Sum retained by Packer as profit .....	0.42 22.00
Remainder paid to the Farmer for his livestock .....	\$ 78.00

In this table are the condensed economics of the livestock industry.

The livestock industry is a joint operation between the Farmer, who produces, and the Packer, who processes and sells. Much discussion of the industry seems to take it for granted that the interests of the Producer and the Packer are opposed. The fact is that their interests are not opposed but parallel.

The interest of the Producer is clear. He wishes to get the highest possible return for his livestock.

From the above table it is clear that the Producer's interest demands:—

- (1) That the Packer's selling price be as high as possible.
- (2) That the Packer's operating expenses plus profit be as low as possible.

This throws into relief a fundamental fact—the fundamental fact—of the livestock industry—the identity of interest between the Packer and the Producer, for the Packer strives in his own interests to do just these things:

- (1) To obtain the highest selling price.
- (2) To decrease operating expenses.

Only in respect of the Packer's profit do their interests appear to conflict.

The sum retained by the Packer for profit should be one which the Producer cannot challenge. How much does the Packer receive? No record is available for the industry. However, Canada Packers' result on livestock products for the year just closed is shown in the table above. The Net Profit was 0.42% of sales—equivalent to  $\frac{1}{4}$ c per pound.

The average Net Profit on livestock products for the 30 years since the formation of Canada Packers is less than 1% of sales—or less than  $\frac{1}{4}$ c per pound. Probably in no other major industry is the percentage of profit so small. It may be asked how the Packing Industry exists,—and even prospers,—on a margin of net profit so much smaller than that of other industries. The answer lies in the rapid turnover of capital. The capital employed in the Packing Industry is turned over several times per year. Therefore, a small percentage profit on sales will result in a reasonable profit on capital.

### LIVESTOCK QUALITY

This discussion of the economics of the livestock industry has an important bearing on the problem of livestock quality. For many years these annual reports have stressed the importance of improving the quality of Canadian livestock. Much has been accomplished, but much remains to be done. Let us examine the influence of livestock quality on the simple table which has been used to demonstrate the economics of the livestock industry. Let the following table represent a typical result of a packinghouse operation:

TABLE II

Packer's selling price of meats and by-products .....		\$100.00
Less—Packer's operating expenses (including materials and taxes) .....	21.0%	\$21.00
Less—Profit .....	1.0%	1.00
Equals—price paid for livestock .....		\$ 78.00

Now, suppose that by improving livestock quality, the Packer's selling price could have been increased by 10%. The Packer's operating expenses would not change, since they depend on the quantity processed. The operating statement would then become:—

TABLE III

Packer's selling price of meats and by-products .....		\$110.00
Less—Packer's operating expenses (including materials and taxes) .....	19.1%	\$21.00*
Less Profit .....	1.0%	1.10
Equals—price paid for livestock .....		\$ 87.90

\* Because income tax would increase, the operating expenses would actually be greater by about 10c. This does not affect the argument, and has been left out for the sake of simplicity.

In other words, of the total increase in selling price of .....	\$10.00
the Farmer receives .....	9.90
the Packer receives .....	.10

The Packer's share is important to himself. Therefore, he strives constantly to increase the selling price. But it would greatly-add to the sense of partnership if the Producer fully understood, when the Packer presses upon him this subject of livestock improvement, that 99% of the added value comes back to him—the Producer.

In our annual report two years ago we recorded the fact that the quality of hogs produced in Canada had steadily declined for several years. Between 1950 and 1954 the percentage of 'A' grade hogs marketed fell from 32.2% to 26%.

During the past two years the trend appears to have been reversed. For the year 1956 the percentage of 'A' grade hogs rose to 28.5%.

This improvement is very encouraging. It has certainly resulted in a greater return to the hog producer.

The Canadian housewife is steadily becoming more discerning and rigid in her standard for lean pork products. Further efforts to improve hog quality will handsomely repay the hog producer.

### BEEF EXPORTS

The last three annual reports have mentioned the decline of exports of beef and beef cattle to the United States. This decline has continued to the point where it appears to be an established situation—far different from the pre-war years and the immediate post-war years when heavy exports to the United States were an essential part of the marketing of Canadian cattle.

In spite of the decline in exports, inspected slaughterings of cattle in Canada rose again in 1956 and prices held firm. The table below gives shipments to the United States of beef cattle plus beef (cattle converted on the basis of 500 pounds per head) and Canadian inspected slaughterings of cattle:

TABLE IV

	Shipments to United States** (pounds)	Inspected Slaughterings*** (pounds)
1949	253,995,000	719,744,500
1950	262,749,000	642,341,500
1951	176,777,000	574,894,500
1952 (2 months) *	5,083,000	618,815,000
1953 (10 months) *	28,771,000	734,703,000
1954	35,283,000	817,504,000
1955	18,020,000	851,054,000
1956	13,826,000	937,181,500

\*—From February, 1952, to March, 1953, shipments to the United States were forbidden because of foot and mouth disease in Canada.

\*\*Source: Department of Agriculture, Ottawa, *Livestock Market Review*, and *Livestock and Meat Trade Report*.

\*\*\*Source: Department of Agriculture, Ottawa, *Livestock Market Review*.

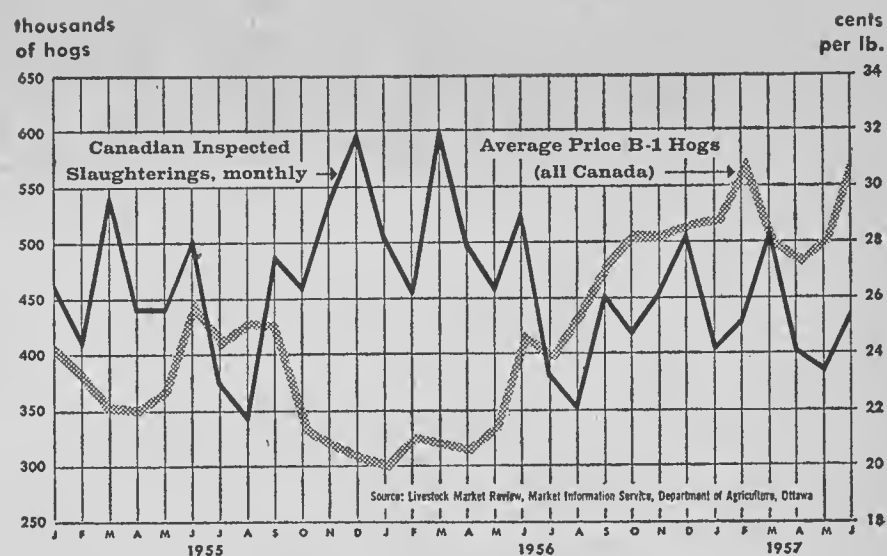
Slaughterings of cattle continue to increase in Canada, at firm prices, despite the steady disappearance of exports. The explanation is that a rising population and a rising per capita consumption of beef are consuming our cattle at home. This is a healthy situation for those Canadians engaged in the raising and marketing of beef cattle.

### HOG PRICES

Since the publication of the last annual report there has been a strong advance in hog prices. In 1954 hog prices declined sharply from an average of \$35.09 in May (for B-1 grade, dressed weight) to an average of \$22.86 in October. Similar price levels continued throughout 1955, reaching an average peak market of \$25.97 in June and a low of \$20.34 in December. This relatively low price over such a long period of time discouraged hog production, resulting in lower marketings during the second half of 1956. The effect of these lower marketings was, of course, considerably higher hog prices as shown in the following chart.

This chart shows the usual seasonal decrease in marketings during July and August accompanied by strengthening of prices. However, commencing with September, 1956, marketings dropped below the level of the previous year and have remained below this level to the present.

Hog prices have risen correspondingly and sharply, above levels of a year ago. It is extremely unlikely that these prices could have been maintained had it not been for the embargo on the import of American pork because of an outbreak of vesicular exanthema in American hogs.



During the past fiscal year Eastern Canada hog markets have been above Chicago levels as much as \$10.00 per hundred pounds dressed weight.

Under normal circumstances, imports of American product would have increased the available supply, resulting in lower prices.

Canadian producers have been encouraged by recent prices, with the result that marketings will likely equal or exceed those of last year during the Fall and Winter months.

### POULTRY

One of the most striking changes in the meat business in the past few years is the rapidly growing importance of poultry products. The following table shows the rise in the consumption of poultry in Canada since 1950, and, what is more striking, the increase in marketings through registered stations since 1950 (which might be termed commercial slaughterings of poultry).

TABLE V

	Total Consumption* (000's pounds)	Per Capita Consumption* (pounds)	Marketings Through Registered Stations* (000's pounds)
1950	294,285	22.0	74,751
1951	316,564	24.4	98,614
1952	416,094	29.6	118,130
1953	389,491	26.4	126,822
1954	434,739	28.6	166,867
1955	463,756	29.7	178,876
1956	507,890	31.6	247,753

\*Source: *Poultry Product Market Review*, Market Information Section, Marketing Services, Department of Agriculture, Ottawa.

This is an important development in the meat industry. It is due to:

- (1) Large-scale and scientific methods of raising and processing of poultry, particularly chicken broilers. The result is lower cost of production and a steady supply, of uniform quality, throughout the year.
- (2) Preparation of birds ready for cooking, attractively packaged.

Undoubtedly the poultry industry will continue to grow, giving very strong price competition to other meats. Canada Packers is actively engaged in all phases of poultry production, processing and marketing.

### EMPLOYEE RELATIONS

Directors have pleasure in stating that relations with employees throughout the year have been harmonious and co-operative. They are pleased to inform Shareholders that this co-operation found expression in that most important of all objectives—the steady improvement of the company's products.

W. F. McLEAN,  
President.

Toronto, July 11th, 1957.

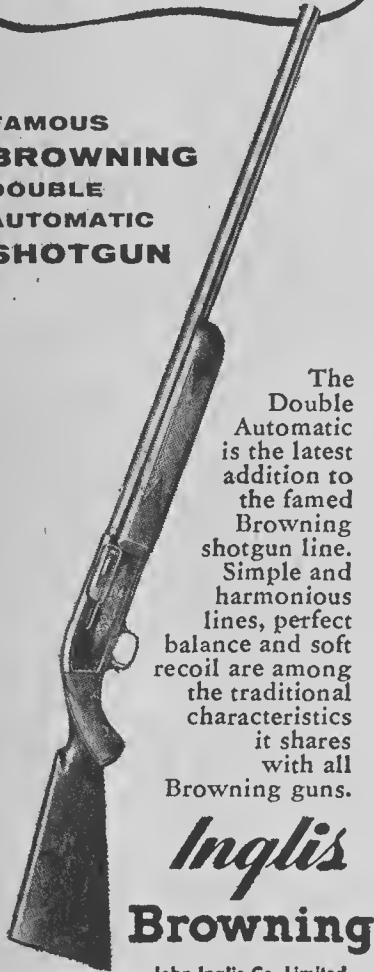
Copies of this report may be secured on request to Canada Packers Limited, Toronto 9.





"What a beauty.. that  
**BROWNING!**"

**FAMOUS  
BROWNING  
DOUBLE  
AUTOMATIC  
SHOTGUN**



The Double Automatic is the latest addition to the famed Browning shotgun line. Simple and harmonious lines, perfect balance and soft recoil are among the traditional characteristics it shares with all Browning guns.

**Inglis  
Browning**

John Inglis Co. Limited  
Toronto, Ont.

CLIP THIS COUPON

The John Inglis Co. Limited,  
Dept. CG-1, Sporting Goods Division,  
Toronto, Ontario.

Send FREE illustrated catalogue on  
Browning Guns.

NAME.....

ADDRESS.....

CITY.....PROV.....

**It Is Repeat Business  
and Satisfied Customers**

that has established us as the largest importers and breeders of Landrace Swine in Canada. We import only top quality animals. Several blood lines to choose from. Weanlings, four-month-olds, six-month-old sows and boars, guaranteed in/pig sows, serviceable boars, all from imported stock for immediate delivery. Catalogue.

**Fergus Landrace Swine Farm**  
Fergus Ontario

**Western & Square  
Dance Clothing**

for the whole family.  
Shirts, boots, jackets,  
pants, buckles, ties, hats.  
Write for free catalogue.

**THE STAMPEDE SHOP**  
Dept. CG3, 525 Main St., Winnipeg 2



# Under the Peace Tower

by HUGH BOYD

THE new Conservative government has been working hard all summer on the first essential task of appraising national problems from the inside, instead of from the opposition benches, and its outlook may come to be modified in some respects as a result of this experience. So far, its main decisions seem to continue, with little modification, the policies of its Liberal predecessors. That applies to the import quotas and price floors on turkeys and fowl, to the increase in the price of butter held by the government agency, and to the slow-down policy on immigration for the balance of the year. It's generally believed that the Liberals would have acted in much the same way in all these matters; some of their plans were already developed before the June election.

Early impressions, however, are that the Diefenbaker regime is inclined to move somewhat faster and farther in protecting agriculture against the pressures of outside competition, especially from the United States. For example, a delegation from the Canadian Federation of Agriculture and the turkey producers met some members of the cabinet to discuss the poultry marketing problem, and the next day found all of their requests, with one partial exception, implemented.

For this reason there seems rather less of an air of cynicism around the capital regarding the meeting, planned for early October, of the joint Canada-United States ministerial committee on trade and economic problems. The committee has been dormant for two years. Whether Messrs. Churchill, Fleming, Harkness (and possibly Mr. Diefenbaker himself, as external affairs minister) can get better results in straightening out Canadian-American trade relations remains to be seen; but partly as a result of the attention given by the U.S. press to the new brooms at Ottawa, there is a certain amount of subdued optimism hereabouts.

THE government, meanwhile, is receiving plenty of advice from its friends and others as to what it should do about wheat. A Toronto newspaper is convinced that all would be well if the Canadian Wheat Board slashed its asking prices. "Why not," it asks, "settle for \$1.25 or—if that doesn't do the trick—for \$1? Even the latter figure would put close to a billion dollars into our pockets, and mean close to a billion dollars' worth of overseas trade. It would provide a powerful fillip to employment, . . . and, to a hungry world, it would make Canada seem rather less like a dog in the manger."

Such proposals usually assume that the producer would not be expected to shoulder the whole of the losses involved in drastic price-slashing. Maybe the taxpayer could carry this extra load. But it has yet to be demonstrated that such a policy would suc-



ceed in moving a substantially larger volume of Canadian wheat. There remains the experience of the thirties as a guide, when many importing countries deliberately raised their tariff barriers to keep out excessively cheap wheat in order to maintain their own growers in business. And this time there is another factor to consider—the declared intention of the United States to get rid of its accumulated surpluses, and also future surpluses resulting from its high price support legislation, regardless of what its competitors might attempt.

Canada has been muscled out of some of its traditional markets for wheat, not because of lethargy on the part of the Wheat Board, but because of the Washington policy of tying strings to many of its "concessional sales." A rising ill-will toward the United States is the consequence, and this fact will no doubt be stressed (though by no means for the first time) by Canada's representatives at the joint meeting of ministers at Washington next month.

THE new government is now learning at first-hand about a number of other national headaches, and among these is that hardy perennial, freight rates. The Board of Transport Commissioners has given the railways permission to raise passenger fares by a maximum of ten per cent. The railways have made it clear that they will only take full advantage of the Board's order where competition from other transport is weak, and that in some regions they don't expect to disturb the existing rate structure at all. This is the open confirmation of what the Western and Maritime provinces have been arguing for years in the post-war freight rate cases—that the railways obtain extra revenues from those parts of the country where the shipper has little or no choice.

Also the Canadian Trucking Associations are protesting to the transport board against sharp cuts in competitive rates introduced by the CNR and CPR since the beginning of April, in the four western provinces. The truckers claim that these reductions range from 40 to as much as 77 per cent, and they want the Board to disallow them on the ground that the cuts are lower than necessary to meet competition.

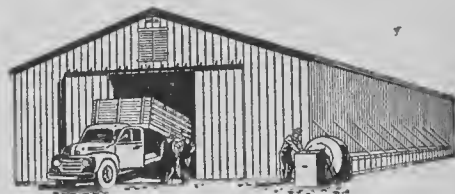
Will your new  
farm building be a

# MAINTENANCE MISER?



## YES, IF IT'S BUTLER

Butler's all-metal, bolted-construction building defies damage and depreciation . . . won't bulge, warp or sag. No re-roofing, re-painting or repair. Your original investment stretches over more years . . . makes Butler metal buildings your best farm buy.



Before you build —  
see your Butler Builder

He'll show you how much farther your dollars go in an attractive, easy-to-erect, fire and lightning-safe Butler metal building. He'll help you select the building best suited to your farm needs. It will be up and ready for use in days instead of weeks. And at a cost that may pleasantly surprise you.

For the name and address of your  
nearby Butler Builder, write  
direct to our plant in Burlington



**BUTLER MANUFACTURING  
COMPANY (CANADA), LTD.**

Queen Elizabeth Highway at Walker's Line  
Dept. 2, P. O. Box 506, Burlington, Ontario

**BUTLER BUILDINGS ARE MADE  
IN CANADA BY CANADIANS**



Troubled with **GETTING  
UP NIGHTS, Pains in BACK,  
HIPS, LEGS, Tiredness  
Loss of Physical Vigor**

If you have these symptoms then your troubles may be traced to Glandular Dysfunction . . . a constitutional disease. Medicines that give temporary relief will not remove the cause of your trouble. Neglect of Glandular Dysfunction often leads to premature old age and sometimes incurable malignancy. The past few years men from over 3,000 communities have been successfully treated here at the Excelsior Institute. They have found soothing relief and new zest in life. The Excelsior Institute, devoted to the treatment of diseases peculiar to older men by **NON-SURGICAL** methods has a **NEW FREE BOOK** that tells how Glandular Dysfunction may be corrected by proven **NON-SURGICAL** treatments. This book may prove of utmost importance in your life. Write today. There is no obligation. Excelsior Institute, Dept. A134 Excelsior Springs, Mo.

## GET IT AT A GLANCE

Exports of Canadian slaughter and feeder cattle to U.S. markets in recent weeks have been averaging close to 2,000 head per week, which represents the largest shipments made during the past two years. The sudden export surge has moved cattle that might otherwise have weakened prices. ✓

Yields of all main fruit crops in Canada this year, except pears and strawberries, will range from slightly larger to substantially larger than in 1956, according to DBS. The increase is particularly great, proportionately, for peaches, apricots, sweet cherries, raspberries and loganberries. The 1956 fruit crop, however, was generally small, and especially so in B.C. because of winter injury. ✓

Carryover stocks of the five major Canadian grains at July 31, 1957, were estimated by DBS at 1,108.2 million bushels, about 34 per cent above last year's 827.4 million, and some 139 per cent above the 10-year (1947-56) average of 464 million.

	July 31 1957	July 31 1956	Average 1947-56
Carryover	1957	1956	1947-56
Wheat	723.0	579.6	290.3
Oats	223.0	119.1	90.0
Barley	140.9	110.9	70.3
Rye	14.0	15.3	10.1
Flax	7.3	2.5	3.3

The index of Canadian farm costs, the latest calculation to be made available, has climbed to a new high. Based on the 1935-39 period equaling 100, the index stood at 240.6 in April, having risen 3.8 per cent from the same month a year ago. Higher farm wages and family living costs caused the further increase. ✓

The Manitoba Federation of Agriculture and Co-operation has appointed C. C. Dixon, a prominent farmer of the Morris district, as managing-director. He succeeds J. T. McLean, who tendered his resignation as executive secretary, effective August 31. Mr. Dixon has had a wide experience in business, farming and organizational activities. ✓

An announcement that the Agricultural Prices Support Board intends to offer Board stocks of butter at 63 cents per pound has resulted in stabilizing the market at that price, which is 5 cents over the support price of 58 cents into storage. The increase, it is reported, has been passed on to producers in higher prices for cream. ✓

A milk-for-school-children program, to be organized on a national basis, has been proposed by the Dairy Farmers of Canada. Under the plan, milk-distributing companies would sell universal tickets, which children could exchange for milk at school. No legislation would be necessary to initiate the program. ✓

Certified seed potato sales in the Maritime Provinces received a boost recently when Venezuela placed an order for 200,000 crates valued at \$1,250,000. ✓

Freak merino sheep have been discovered in widely separated parts of Australia. They are said to produce

yellow wool which lends itself to felting processes better than any other wool in the world. Early experiments have shown that the characteristics of this unique sheep can be passed on to offspring, thus suggesting commercial possibilities and the development of a new breed of sheep. ✓

A famous Canadian Holstein herd, that of Frasea Farms, which was founded on the outskirts of Vancouver in 1922, brought a total of \$137,380 for 257 head, when sold recently, for an average of \$529. Buyers from the U.S., Venezuela and Canada purchased the stock. Top sire and female prices were \$3,000 and \$2,800, respectively. ✓

Advanced Registry testing of pigs reached a new record level in 1956. Reports were issued for 926 station- and six home-fed groups involving over 3,600 animals. Litter groups from sows born in 1955 had an average carcass score of 78.1, the highest in recent years. Over 71 per cent of these pigs graded A, compared with the national average of 28.5 per cent. ✓

Swine producers in the U.S. can now use a new antibiotic drug known as hygromycin to control three common swine worms — large intestinal round worms, nodular worms, and whipworms. The drug, which as yet has not been licensed for use in Canada, is administered as part of the ration. ✓

Construction of the long-projected South Saskatchewan River dam is to be a subject of early negotiation between the new Conservative Government and the Province of Saskatchewan, Prime Minister Diefenbaker announced recently. ✓

United States food donations reached a record high in the fiscal year ended June 30, under an active program to dispose of surpluses. A total of 2,818.4 million pounds of food was given away both in the U.S. and abroad. Domestic distribution of 1,043 million pounds was up 32 per cent, and foreign disposal of 1,775.4 million pounds was up 45 per cent from the previous year. ✓

Cattle and sheep numbers in Canada are on the increase. Cattle population at June 1, 1957, is estimated to have reached a record high of 11,296,000 head, compared with 11,011,201 a year ago. All provinces showed gains but B.C. and the Maritimes, and beef numbers accounted for most of the change. Sheep population rose to 1,661,000 head. A gain of 7.7 per cent occurred in sheep numbers on the prairies, which more than offset a 1.5 per cent reduction in eastern Canada. ✓

A new farm lobby group is being organized in the U.S. in an effort to reverse the farmers' loss of influence in Congress, according to an article in the Wall Street Journal. The organization would be a coalition of groups with particular commodity interests, and reflects dissatisfaction with the farm programs of the general farm organizations. ✓

*"Tough going  
never stops me!"*



## DOMINION ROYAL TIRES

*will keep things moving  
on your farm, too!*

### DOMINION ROYAL GRIPMASTER

Greatest development in lug design since the open center! High bors reduce slippage, give better traction, longer lug wear. No matter how tough the going, you can depend on GRIPMASTER to keep things moving, day in and day out!

### DOMINION ROYAL Safety 8

"World's Most Perfect Tubeless Air Container". Selected as original equipment on finest new cars. Power Action Tread and Traction for quicker stops even on wet surfaces; Lifewall Air Retention and Fortified Body Strength for wonderful new safety from punctures and blowouts.

### DOMINION ROYAL FLEETMASTER

The ideal utility truck tire for farm-to-market hauling. More rubber where it counts, in thicker undertread and deeper anti-skid. On or off the highway, Dominion Royal FLEETMASTER cuts tire costs as much as 70%. Sizes for both heavy and light trucks.

There's a DOMINION ROYAL TIRE for every purpose on or off your farm. See them today, at your Dominion Royal dealer's.

## Dominion Rubber

DOMINION  
ROYAL  
TIRES

F7-1

## Globelite EV-R-FUL BATTERIES



- Now made with new HYDROX plates for longer life, faster starting, greater power capacity.
- Need water only a few times a year!

Globelite  
BATTERIES LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON VANCOUVER

## Dr. Bell's

THE  
CATTLEMAN'S  
STANDBY

FOR SHOCK, EXPOSURE OR SUDDEN ILLNESS





## A COMPLETE ADVERTISING PRODUCTION SERVICE

- CREATIVE ARTISTS
- COMMERCIAL PHOTOGRAPHERS
- PHOTO-ENGRAVERS
- ELECTROTYPERS
- WAX LINE ENGRAVERS
- RUBBER, PARA-PLASTIC PLATES
- STEREOTYPERS
- NEWSPAPER FEATURES
- ADVERTISING SERVICES
- OFFSET PLATES

rapid grip and

**Batten** limited

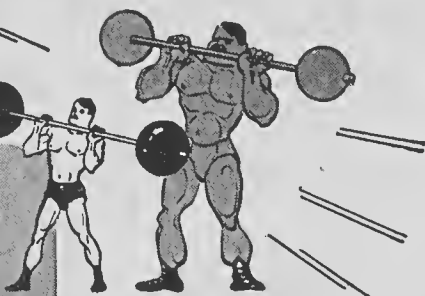
TORONTO

MONTREAL

OTTAWA

WINNIPEG

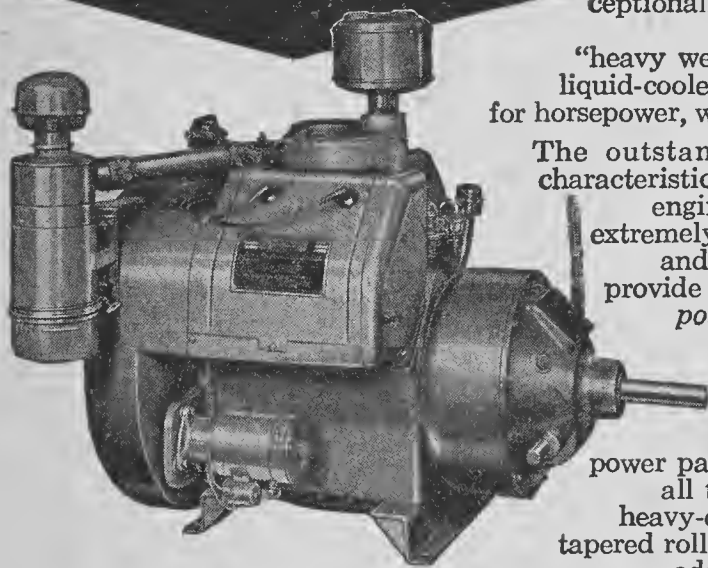
here's "HEAVYWEIGHT"  
POWER PERFORMANCE



in a light weight, man-size

**WISCONSIN**

*Air-Cooled*  
**ENGINE**



Model VR4D Open Engine with heavy-duty clutch, rotating screen, electrical equipment and pre-cleaner.

the **NEW**  
56 H. P.

Model VR4D

4-Cylinder Engine

• Climaxing years of engineering development, this great new engine offers manufacturers and users of power equipment all the advantages of AIR-COOLING, at temperatures from low sub-zero to 140° F., in an exceptionally rugged engine that

measures up to any "heavy weight" industrial type liquid-cooled engine, horsepower for horsepower, with many *plus values*.

The outstanding High Torque characteristic of the Model VR4D engine, combined with its extremely rugged construction and heavy-duty stamina, provide *load-lugging holding power*, long life and top power performance.

Advanced "V" design provides an extremely compact power package which includes all traditional Wisconsin heavy-duty features such as tapered roller main bearings plus additional new features.

• This new engine rounds out a complete line, comprising 15 models in 4-cycle single cylinder, 2- and 4-cylinder sizes, from 3 to 56 hp. Write for "Spec" Bulletin S-207.



**WISCONSIN MOTOR CORPORATION**

World's Largest Builders of Heavy-Duty Air-Cooled Engines  
MILWAUKEE 46, WISCONSIN

Sales and Service in Canada Supplied by these Distributors and their Dealers:

CONSOLIDATED ENGS. & MACHY. CO. LTD.  
New Toronto, Ont. Montreal, Que.

J. CLARK & SON, LTD.  
Fredericton, N.B.

CONSTRUCTION EQUIPMENT CO., LTD.  
Halifax, N.S.

MUMFORD, MEDLAND, LIMITED  
Winnipeg • Calgary • Edmonton • Regina • Saskatoon

PACIFIC ENGINES & EQUIPMENT, LTD.  
52 East Cordova Street, Vancouver 4, B. C.

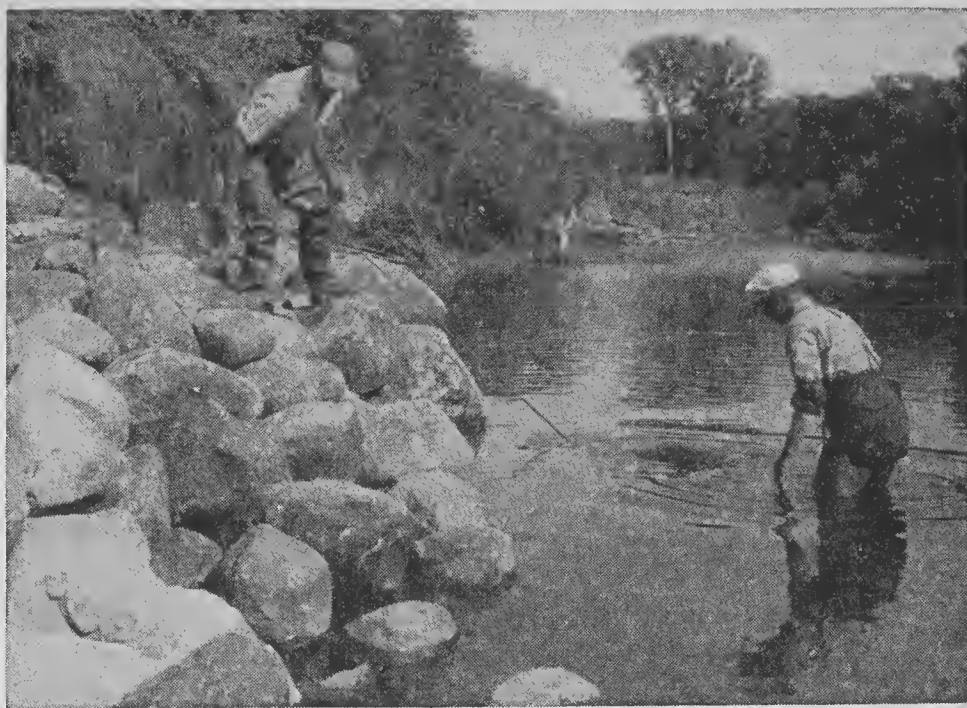
NEWFOUNDLAND TRACTOR & EQUIPMENT  
COMPANY, LTD., St. John's, Newfoundland

**MUMFORD, MEDLAND, LIMITED**, 576 Wall St., Winnipeg 10, Man.

Please send me full information on the Wisconsin Engine, and name of nearest Wisconsin dealer.

NAME .....

ADDRESS .....



[Guide photo]

Rock filling part of the bank of the Wilson River. This can be expensive, but not if the farmer has rocks on his land to use within a limited area.

## How to Control Stream-Bank Erosion

Grass along with willow mats, pile lines, cutoffs or rocks, all offer the farmer a means of saving soil

by **RICHARD COBB**

**E**ACH spring, hundreds of rivers and creeks eat into the surrounding land. It would be impossible to estimate the loss, but it is considerable, and the sooner this erosion is checked the better. That is why the Prairie Farm Rehabilitation Administration is developing control methods, and particularly those that can be applied by farmers themselves.

In the area around Dauphin, Manitoba, there are two clear examples of river bank erosion, on Edwards Creek and the Wilson River. Here a PFRA team is working, under the supervision of Charles Stanton, to show what can be done. The materials they use are rocks, timber, earth, willows, grass and wire, depending on the type of bank that needs to be stabilized.

Edwards Creek is a braided stream, which means that the water does not extend from bank to bank, except when it is in flood. The Wilson River is a bank-to-bank stream and presents rather different problems.

One comparatively inexpensive system on trial at Edwards Creek is a willow mat, secured to the bank by wire and oak pegs. Willows are laid in a row at right angles to the stream,

with their lower ends resting on the river bed, but not necessarily in the water. This first line of willows is then partly buried in earth, and another line of willows is laid higher up the bank, but overlapping the first line. All these are held in place by lengths of wire stretched across them and secured to pegs. The chances are that the willows will take root and, provided they are not hit by a flood before they are established, will stabilize the bank. This method costs about \$53 for 85 feet of bank.

Willows and grass have been planted on the more gentle slopes above cutbanks, where the water can't reach them except in flood. These have given good control. Sometimes, timber and brush are wired to the bank to prevent it from collapsing while the rooted stock is becoming established behind it. This kind of barrier can last up to three years, by which time the young trees should be ready to take over.

**T**HE pile line (a technique developed in Utah) is used for parts of the stream where something stronger is needed to withstand a surge of water. Cables hold brush be-



Cables and wires secure brushwood between piles to give protection against flooding while the young trees take root.



*Willow mats laid at the bottom of cutbank and held by wire and pegs should give good results when they are established.*

tween the piles, with lighter brush wired to the top. Unfortunately, the exceptional flow of Edwards Creek in the spring of 1956 broke through a section of the pile line, sweeping away two rows of young trees behind it before they were deeply rooted. But part of the line held, and the experiment is being repeated.

Another method is to dig a cutoff, which will straighten the channel at trouble spots and allow a freer flow of water. In this case, the old channel is grassed. In places where the problem is acute, it may be necessary to throw up a dike and to grout (cement) the bank. A sediment basin can be used in conjunction with this to check the surge of the stream and lead it down a series of small weirs.

**R**OCKS are the quickest and most solid protection for river banks, but they can be the most expensive. On the Wilson River, rock filling was needed to give sure control, but it took 495 loads to do it. The rocks were gathered from fields, after farmers had dragged them into heaps. So much rock was needed that the hauls became longer and longer as the

nearby fields were cleared. This type of erosion control has its place, but it is admittedly beyond the means of the average farmer in the majority of cases.

These are some of the methods employed by PFRA to stabilize river banks. All are practical, some are simple and inexpensive, and there are many hundreds of places where they are needed.

Where simple protective measures are not enough, as in the case of serious flood problems in the Dauphin area, government help is needed. It was in 1949 that an agreement was made for work on the lower reaches of the rivers and streams flowing from Riding and Duck Mountains. The Manitoba Government was to pay half the cost, and PFRA would carry out the work. In this way, as no individual farmer could have done, it was possible to tackle some major problems through diversions, diking, channel improvement and stream-bank protection. The methods outlined in this article are mainly for the smaller problems, which can often be solved at the farm level. ✓

*Willow and grass hold part of the cutbank, but the bank crumbles in foreground where no protection is being practised.*



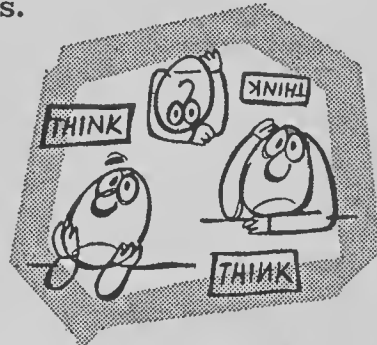
*Timber and brush barrier prevents further erosion of bank, and enables the rooted stock to grow up right behind it.*



## people compete in the oil business



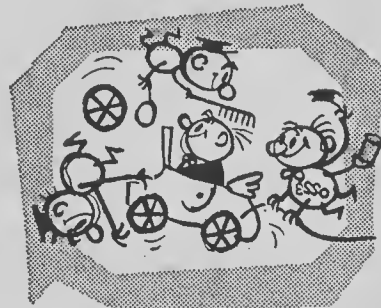
Did you know there are more than 10,000 people engaged in the search for oil in Canada? We know it, because we run into plenty of them each time we try to lease promising oil lands.



Did you know there are hundreds of skilled chemists and engineers in Canada's 42 refineries? We know it, because our own technical people have to work hard to stay ahead of the others in producing better products at lower cost.



Did you know Canada's oil companies employ thousands of salesmen to market their products? We know it, because every day our own sales people are competing with salesmen from other companies.



Canada's hundreds of oil companies wage vigorous competition. The result is increased efficiency, and benefits to the consumer.

IMPERIAL OIL LIMITED





## Do you need an EXTRA ROOM OR TWO?



If you need more room in the farm house for the children, more accommodation for hired hands, more all-round convenience for everybody in the home, a spare room for visitors . . . or if you simply need more space for relaxation, don't let a shortage of ready cash stop you from going ahead with building plans now.

If your proposition is sound, there's money for you at the B of M . . . in the form of a Farm Improvement Loan. Talk it over with the manager of your nearest B of M branch this week.

**MY BANK**  
TO 2 MILLION CANADIANS  
**B of M**

**FIL the fixer . . .**  
his full name is Farm Improvement Loan. Give him a chance to help fix up your farm . . . he's economical, convenient, versatile. He can do almost anything in making your farm a better farm.



**BANK OF MONTREAL**  
*Canada's First Bank*

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817  
D. 1995

**HOPTO**  
DIGGER • SHOVEL • CRANE

**TRENCHES!**

**EXCAVATES! BUILDS DAMS, TRENCH SILOS!**

**DOES THE WORK OF 16 MEN!**

Here's the hired man that never gets tired or fired . . . does a week's work in half a day. Completely hydraulic HOPTO is safe, simple, easy to operate! Hydraulic outriggers level unit. Operates from PTO of all standard-make tractors! HOPTO has 180° swing, 11' digging depth, loads into highest truck.

**BIG CAPACITY—LOW COST!**

Fast-cycling HOPTO has quarter-yard backhoe or shovel bucket; digs straight-sided, square-cornered holes. Does 101 farm jobs . . . profitable custom work!

**WRITE TODAY**  
for all the facts!

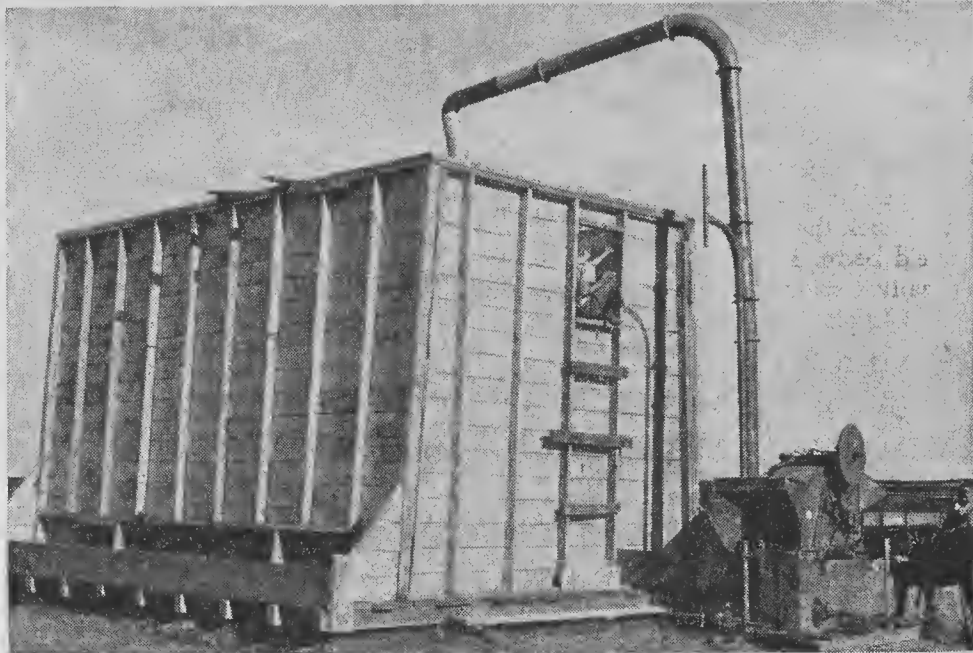


TRUCK-MOUNTED models and units for direct mounting on wheel or track-type tractors are also available



**BADGER MACHINE CO.**  
WINONA, MINNESOTA • DEPT. C

## LIVESTOCK



[Richard Harrington photo]

This self-feeder is filled directly from the hammer mill alongside it out in a field at the John Minor ranch, Saskatchewan. It is for sick or thin cattle.

### Overweight Hog Carcasses

THE average dressed carcass weight of Canadian hogs marketed recently was 158 pounds, or 3 pounds heavier than the average weight at the same period in 1956. This is too heavy, according to a Canada Department of Agriculture survey, which showed that during the last week of March, 1957, the highest proportion of Grade A carcasses occurred in the weight range of 140-144 pounds. No fewer than 54.9 per cent of these graded A, and the percentage decreased by about 4 per cent for each additional 5 pounds of weight.

The range of 155-159 pounds, including the average weight of carcasses being marketed recently, produced only 47.6 per cent A's, and 170 to 174 pounds produced 35.7 per cent. In the lower weights, the 135-139 pound group had 52.6 per cent Grade A quality, and 130-134 pounds had 50.2 per cent.

The conclusion is that the present weight range for top-grade carcasses should be lowered by at least 5 pounds.

### Inspect Cattle For Lice Infestations

IT pays to inspect your cattle one by one for lice before they are brought into the feedlot or barn for winter. Lice are hard to find on cattle in pastures or on the range, but the number of lice may increase rapidly in the fall and early winter. Remember that it is easier to spray cattle while the weather is still warm, so it is important to do this not later than the end of October. The treatment should be repeated 12 to 16 days after the first spraying.

Favorite places for colonies of sucking lice are on the crest, in the folds on the sides of the neck, on the brisket and inner surfaces of the legs, at the bases of the horns, on the tail and tail head, and also around the ears, scrotum, udder and escutcheon. Biting lice are found over wider areas of the animal, but they usually congregate around the base of the tail, on the shoulders and neck, and occasionally on other parts of the body.

The first line of defence against cattle lice is in keeping pens, stalls, feedlots and barnyards clean and dry. Pens and other places of confinement should be treated with insecticide after they have been occupied by louse-infested cattle, if louse-free cattle are to be moved in within three days. Cattle should be inspected in the fall, and again in the spring when they are let out into pasture or range. Use insecticides, whether as sprays, washes or dusts, and read the instructions on the container.

It is often sound practice to cull habitually lousy animals from breeding stock and market them at the earliest opportunity. Lousy cattle are unthrifty, spend much time scratching and rubbing instead of grazing or eating, and their market value as commercial or purebred stock may be seriously reduced.

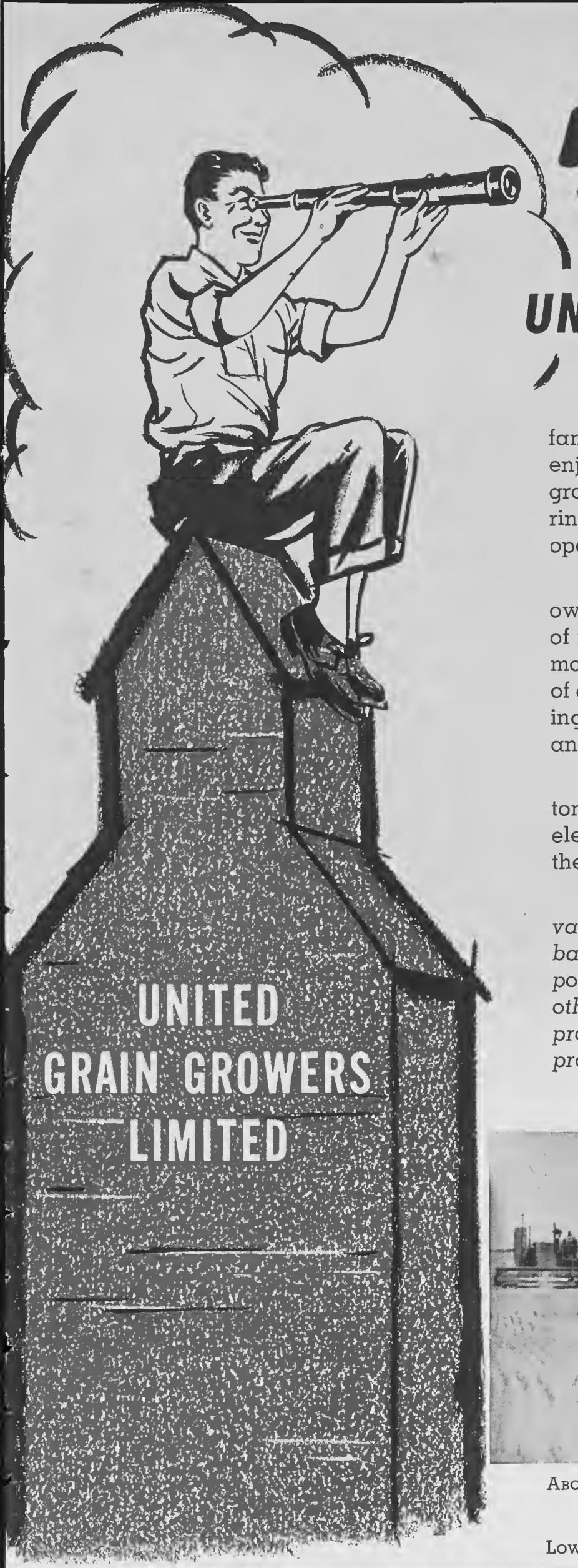
### Heifers Are Future Income

DESIGN your whole program of feed, care and handling of dairy calves and heifers with an eye to their usefulness as dairy cows, says Ray Dixon, supervisor of dairy cattle improvement in Alberta. Heifers may be neglected on pasture because they are not bringing in any cash income, ignoring the fact that future income will depend on how they develop.

He recommends that calves have skim milk up to six months of age, or milk replacer if skim is not available. The calves also need whole grain, salt, good legume hay, pasture, shade and water.

Heifers should grow when on pasture. If there is not enough good pasture, they should have legume hay as well. If the quality of pasture is not high, they will need grain or other concentrates from six to 12 months of age. Pasture alone may be satisfactory if the heifers are showing plenty of growth.

After they are a year old, the capacity of heifers to use roughage is well developed, and they don't need much of the concentrates if there is high quality pasture. But if the pasture is poor, they will have to be fed some grain. Heifers of all ages need clean, fresh water, salt and shade.



# Factory...

## UNDER AN OPEN PRAIRIE SKY

The U.G.G. elevator, that towering, one-legged giant, is a familiar sight to Western Farmers. From its cupola one may enjoy at this time of the year, the sight and sound of the Western grain harvest being gathered—combines swooping and whirling over the wheatlands in the great annual factory-under-the-open-prairie-sky operation known as "harvesting."

U.G.G., the West's first great pioneer experiment in farmer-owned elevators, came into being in 1906, born of dire necessity of meeting and overcoming the handicaps arising from the out-moded system of grain handling then in force. Its record is one of continuous success in removing the handicaps and in pioneering improved service to the farmer, both in handling his grain and filling his needs in farm supplies.

This year, more than 50,000 farmer shareholders and customers will deliver grain or purchase farm supplies at U.G.G. elevators or distributing centres, confident that they will receive the utmost in courtesy, value and service.

Up-to-the-minute time-saving in grain handling. Highest value and quality in farm supplies, including coal, binder and baler twine, fertilizers and farm chemicals, salt, livestock and poultry feeds and equipment, aluminum roofing and many others. Dependable insurance service, including fire, hail and property damage offering you "the utmost in service" and prompt settlement of claims after careful investigation.



ABOVE—Harvesting a 1,700-acre field on the farm of Mr. Victor Robin at Codette, Sask.

LOWER LEFT—P. C. Robertson's threshing outfit at Brandon Experimental Farm, 1906.



# UNITED GRAIN GROWERS

LIMITED

Entering the second half of a  
"Century of Service to  
Western Farmers"



# THE BIGGEST TRACTOR BUY FOR TODAY'S POWER FARM

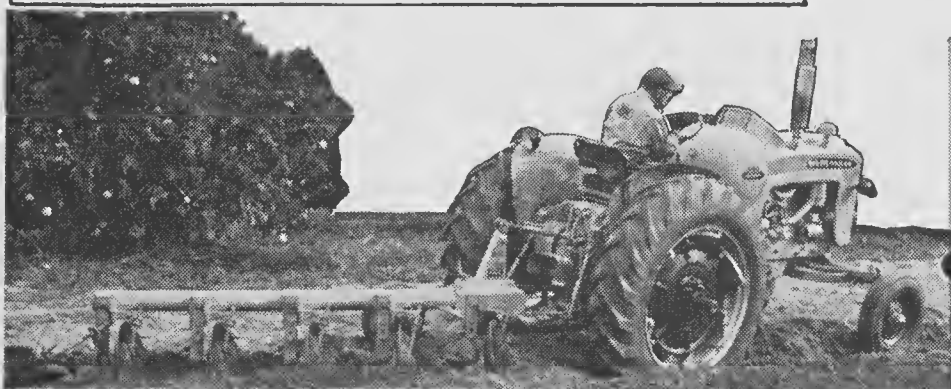
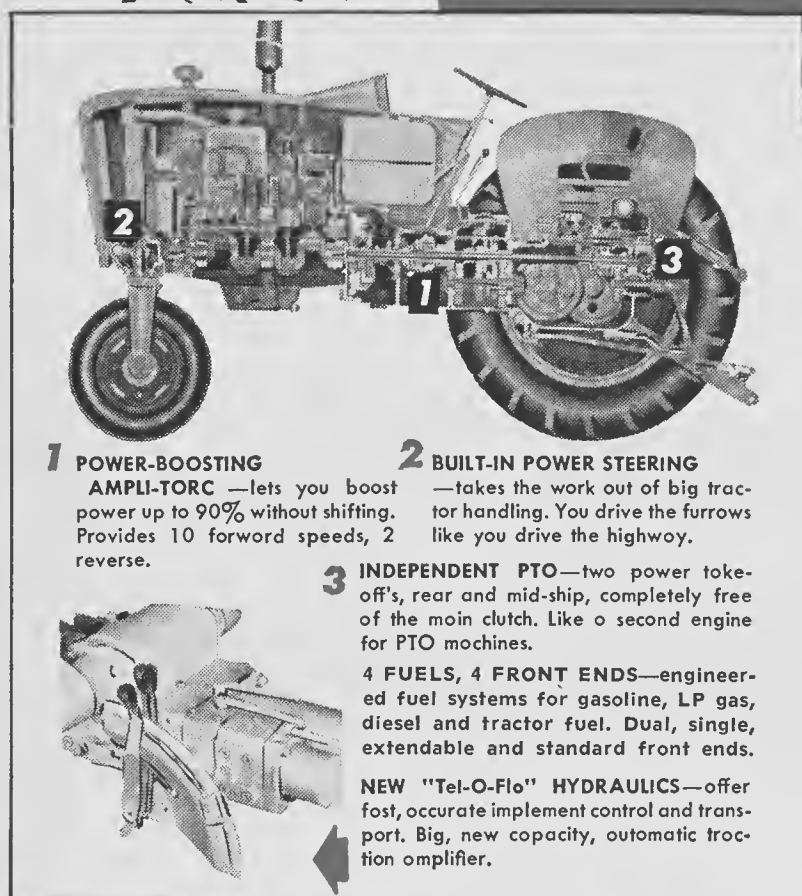



## SUCCESSOR TO THE FAMED MINNEAPOLIS-MOLINE "U" TRACTOR!

At last—a *big* tractor that matches the power needs of today's and *tomorrow's* power farm . . . offers the handling ease of a far smaller machine. That's the new Minneapolis-Moline 5-Star Tractor! Think of it, 4-5 plow power, the kind of rugged power for which MM always has been famous, *plus* 3-point hydraulic implement control, power steering, power-boosting Ampli-Torc, power-adjusted rear wheels, independent power take-off that goes way beyond old ideas of live take-off power.

Any way you look at it . . . *performance-wise, price-wise, future-wise*, the all-new Minneapolis-Moline 5-Star Tractor offers you the *biggest buy* on *any* tractor market. Join your many neighbors who are trading over to Minneapolis-Moline. See your MM Dealer at once. He's got more tractor to show you . . . better buying terms than ever before!

Tear out and mail coupon for free performance-sheets on the MM 5-Star Tractor





**MINNEAPOLIS-MOLINE**  
REGINA, SASK., 6th and Osler

Please send free fact sheets on the new 5-Star Tractor.

Name.....

Town..... R.R.....

Province.....

## A.I. For Swine



[Guide photo]

Semen from Landrace and Yorkshire boars being stored at O.V.C., Guelph.

IT will be some time before artificial insemination becomes a common practice with swine in Canada, but exploratory work at the Ontario Veterinary College promises to yield a satisfactory answer to some of the questions that have so far prevented it from coming into use.

Using the semen from Landrace and Yorkshire boars, Dr. C. A. V. Barker successfully bred three sows last year, and is intensifying his work this summer.

While very little work has been done so far in Canada, and little has been published in the United States, Dr. Barker visited Europe last year to inspect results there. He reports that swine A.I. has become commonplace in Norway, where 8,000 sows were put in pig that way; and that four centers in Britain are carrying on trials on many farms. In Japan, the system has made great progress, and Dr. Barker reports that 20,000 sows farrowed, after artificial insemination, in 1954. V

## Assessing A.I. Dairy Bulls

THE butterfat and milk production of a dairy bull's first 20 or 30 daughters produced by artificial insemination will give a reliable indication of the production of the rest of the offspring, according to dairy scientists at the University of Wisconsin. They say the first 25 daughters predict future performance of sires in artificial breeding with almost the same accuracy as the first 75 daughters.

This should be a great help to managers of artificial breeding organizations, because they can identify both the poor and outstanding sires more quickly.

The Wisconsin scientists have also produced figures which show that production records of natural service daughters are only half as reliable as artificial breeding records in predicting performance of sires in artificial breeding. They point out that most sires are proved by natural service rather than artificial breeding. V

## Don't Breed Gilts Too Soon

IF gilts are bred too early, or at too light a body weight, you can expect small litters. The performance of 600 litters of Yorkshires was related to the weight and age of the dam at the time of breeding in tests at the Lacombe Experimental Farm, Alta., and showed this was so beyond a doubt. Gilts weighing less than 240 pounds or bred to farrow before one year of age, were likely to provide unsatisfactory litter size at birth and weaning.

In the Lacombe farm program, potential breeding stock has been reared outdoors from weaning time, permitting adequate exercise and the development of hardy, thrifty individuals. They have had access to an abundant supply of the proteins, minerals and vitamins essential to healthy growth. In addition, there has been a selection program to ensure breeding from the best. By employing these methods, gilts have been produced which weighed more than 240 pounds at 8 or 9 months of age. If bred to farrow at 12 or 13 months, they should produce healthy and thrifty litters. V

## Poison In the Pasture

ANIMALS do not usually eat poisonous plants from choice, but they may nibble on them when there is little else available, says Dr. O. A. Stevens, a botanist at the North Dakota Agricultural College. If they consume small quantities of poisonous material, they will generally eat enough other roughage to avoid harmful affects. Nevertheless, the results from eating poisonous plants can be serious.

Dr. Stevens mentions four of these plants that might be troublesome. There is larkspur, with its handsome blue flower; arrowgrass, a grass-like plant with three-cornered leaves, which is commonly found in sloughs; water hemlock, a slender perennial in wetter areas, with its poison mainly in the thick, short roots; and henbane, which grows as high as five feet, usually in waste areas, and is poisonous all over, but the roots are the main hazard. V

## Rotational vs. Zero Grazing

THERE is little difference in the amount of milk produced by cows on rotational grazing of pasture, compared with mechanical grazing, according to the present results of trials being conducted at the Kapuskasing Experimental Farm in Northern Ontario. L. A. Charette reports that three cows allotted fresh pasture daily, by moving an electric fence, gave as much milk as the cows having their grass cut and hauled to them.

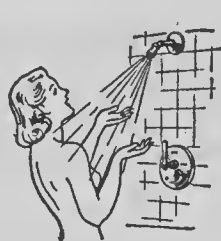
His results showed that either method of feeding requires the same amount of land, but that in the trials the cows that did their own grazing lost a little weight, while the cows that had their forage hauled to them gained some weight. V

AND HAVE TIME  
TO RELAX, MA'AM!

There is a MONARCH Water  
System "Custom-Built" for you

Yes, choose a unit from MONARCH's complete range of shallow well, deep well or convertible water systems and you'll have a system "custom-built" for your particular installation.

Insist on a "MONARCH"  
at your Dealer



Running water should be a must in every home

MONARCH MACHINERY COMPANY LTD.  
London WINNIPEG Vancouver

## FAST RELIEF FOR RHEUMATIC PAIN



## THERE'S A DIFFERENCE . . .

between the brand you put on your livestock and the brand an advertiser puts on his product. A livestock brand signifies ownership only. A product brand signifies not only ownership but quality as well. The reputation of the manufacturer will suffer if his branded product fails to give the consumer satisfaction. As a general rule you can buy a branded product with confidence.

## MORTGAGE LOANS TO FARMERS

To buy land, purchase livestock and machinery, repair or erect new buildings, pay debts and any other purpose connected with farm operations.

MAXIMUM LOANS  
65% of productive  
value. Not to  
exceed  
\$15,000

Up to 30 years to  
pay

Interest Rate 5%

For further information  
clip and mail this coupon to  
Canadian Farm Loan Board  
Ottawa, Canada

Name \_\_\_\_\_ P.

P.O. \_\_\_\_\_ Prov. \_\_\_\_\_

NOTE: Farms cannot be inspected after freeze-up

CANADIAN FARM LOAN BOARD



# No Water Worries

... WITH A RUGGED

## UNIVERSAL

**PUMP on the job**



- Complete package units for shallow or deep wells.
- Only one moving part and it's above ground.
- Won't lose prime or water log.

You'll always have plenty of water and pressure with a UNIVERSAL jet water system. These completely automatic pumps are rugged built to provide years of dependable water service to your farm and home with continued high efficiency and economy.

Now Canadian made in new Toronto factory

**UNIVERSAL PUMP DIVISION**  
Jacuzzi-Universal (Canada) Ltd.  
Box 514 • Toronto 15 • Ontario

Please send free booklet and nearest dealer's name.

Name \_\_\_\_\_  
Address \_\_\_\_\_

**FREE BOOKLET**  
Mail coupon for illustrated bulletins

## SOILS AND CROPS



A waterway that is "sauced" and grassed, like this one is, will help to preserve valuable topsoil whenever flash floods or a heavy run-off occur.

### Saving Soil With Grassed Waterways

"WE may not notice the amount of damage a heavy rain will do to the land, but a good downpour carries good soil into the valleys," says Fred Hart, who farms four sections of land with his son, Bruce. His answer to these flash floods is to provide grassed waterways for the run-off.

He became interested in checking water erosion in 1950, after a trip through the Dakotas, Nebraska and Iowa, where he saw that water had cut as deep as 20 feet into the black topsoil in some places. He talked it over with Albert Kirk, ag. rep. for the Landis district of Saskatchewan, and also found out what the experimental farms had to say about it, and came to the conclusion that grassed waterways were the answer.

After some trial and error, Fred Hart has settled on this method. He uses a one-way to fill in the areas where drains have started. Then he "saucers out" the channels carefully, packs them down, and finally seeds them. The waterways must be seeded wide enough to carry all the water on the grass, and tall grass must be cut to ensure that water can run through it.

He finds that these grassed waterways are no problem during field work. With hydraulic controls on the tillage machines, they can be lifted over the grass.

### Wild Carrot Is Spreading Fast

LATE fall is a good time to spray pastures to control the wild carrot. It is one of the fastest spreading weeds in Ontario, and not only does it rob crops of nutrients and moisture, but it plays host to the carrot rust fly. Known also as Queen Anne's Lace or Bird's Nest, the wild carrot has large clusters of white flowers, which go to seed in the fall and are scattered by the wind.

This weed can be controlled by cultivation and short crop rotations, if no seed is allowed to develop in the sod crop. But where control consists of mowing, this must be repeated frequently, because regrowth will occur right up to the first frost. Sheep can keep it grazed down close to the ground, and prevent it from flowering.

In some areas the wild carrot has become resistant to 2,4-D. Tests have

shown that better control is provided by 8 ounces of 2,4,5-T active ingredient, or a 50-50 mixture of 16 ounces of 2,4,5-T and 2,4-D per acre. The chemicals should be applied in 50 to 150 gallons of water per acre, depending on the density of weed and grass growth. Heavier applications of water are needed when the weeds are past the active growth stage, or in drought conditions.

### The Cost Of Combining

IS it better to own a combine or to depend on custom work? It is worth considering these cost studies made on Manitoba Illustration Station farms last summer. They showed that the average cost to operate a self-propelled combine was \$10.81 per hour. There were five combines and the cost ranged from \$8.98 to \$12.02.

The costs were assessed in the following way. Interest charges were 6 per cent of one-half the replacement value of the self-propelled combine, and this charge was divided by the total number of hours each machine operated in one year. Replacement value is the price prevailing locally for a new machine of the same type.

Depreciation was determined by dividing the original purchase price of the combine by 2,000 hours, the estimated operational life of the machine. The cost of repairs, including repair parts, time lost in obtaining these parts, and shop equipment and labor, was levied as 150 per cent of the replacement value of the combine, and was divided by 2,000 hours.

In addition to the above fixed costs, the variable ones such as oil, grease, gas and the operator's labor were added at actual cost per hour.

### Potato Yields With Fertilizer

FOR each 500 pounds of fertilizer, there has been an increased yield of 37 bushels of potatoes per acre on the shallow and stony soils at the St. John's Experimental Farm, Nfld.

Potatoes were grown in a three-year rotation with oats and clover, and 12 tons of manure per acre was applied over the whole plot area before plowing for potatoes. Applications of 5-10-10 fertilizer were made at 0, 500, 1,000 and 1,500 pounds per acre immediately before potato planting. In the oats and clover years, 300 pounds per acre of 3-15-6 ferti-

## HARVEST EARLIER... REMOVE THE WEATHER RISK!



# CROPGARD

## FARM DRYER

By harvesting earlier you reduce field losses, increase yields, secure better market prices, get fall plowing done... and remove the constant weather risk. You can accomplish all this if you have a Cropgard Dryer.

**TAKE THIS DRYER to the crop!**  
This is the only completely portable farm dryer that can be moved when loaded. P.T.O. powered. Operate it in the field to save time, money and extra handling... for shelled corn, soybeans, milo and small grain.

**BIG DRYING CAPACITY**  
More drying capacity per dollar invested than any other dryer—guaranteed!

**LOWEST SELLING PRICE**  
With all its exclusive, patented features, Cropgard sells for about half the price of other big capacity dryers. It can be F.I.L. financed, too!

Write for free illustrated bulletin and name of your nearest dealer.

**LAKEHORE MFG. CO. • 3338 Republic Ave., Minneapolis 26, Minnesota**

Distributed by:  
**D. N. JAMIESON & SON, Winnipeg, Manitoba**  
**H. L. TURNER CO., LTD., Blenheim, Ontario**

## GRAIN STORAGE COVERS

Rot-Proof — Unlimited Uses



TRIED—PROVEN. Hundreds of these Speers covers are in use—not a single complaint. Specially constructed for extra seam strength.

20 Ft. x 20 Ft. 6 Mil (Heavy) Black \$16.50

Any Size 6 Mil (Heavy) Black or Clear, sq. ft. 4½¢

Any Size 4 Mil (Ground Sheet), sq. ft. 3⅝¢

Send Money Order, Cheque, or C.O.D.—All Shipments Prepaid  
Further Information on Request  
Dealer Inquiries Welcomed

642 Notre Dame Winnipeg  
8639-108 A St., Edmonton

**Speers Petrochemicals Ltd.**

HUNTERS—SPORTSMEN

# FREE!

1957-58 Catalog

Canada's Lowest Prices on Rifles, Shotguns, Scopes—all Hunting Equipment. Write Dept. — CG

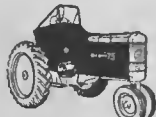
**SYDNEY I. ROBINSON**  
SPORTING GOODS  
277 RUPERT AVE. WINNIPEG, MAN.

## King of them all

# Heat-Houser 75



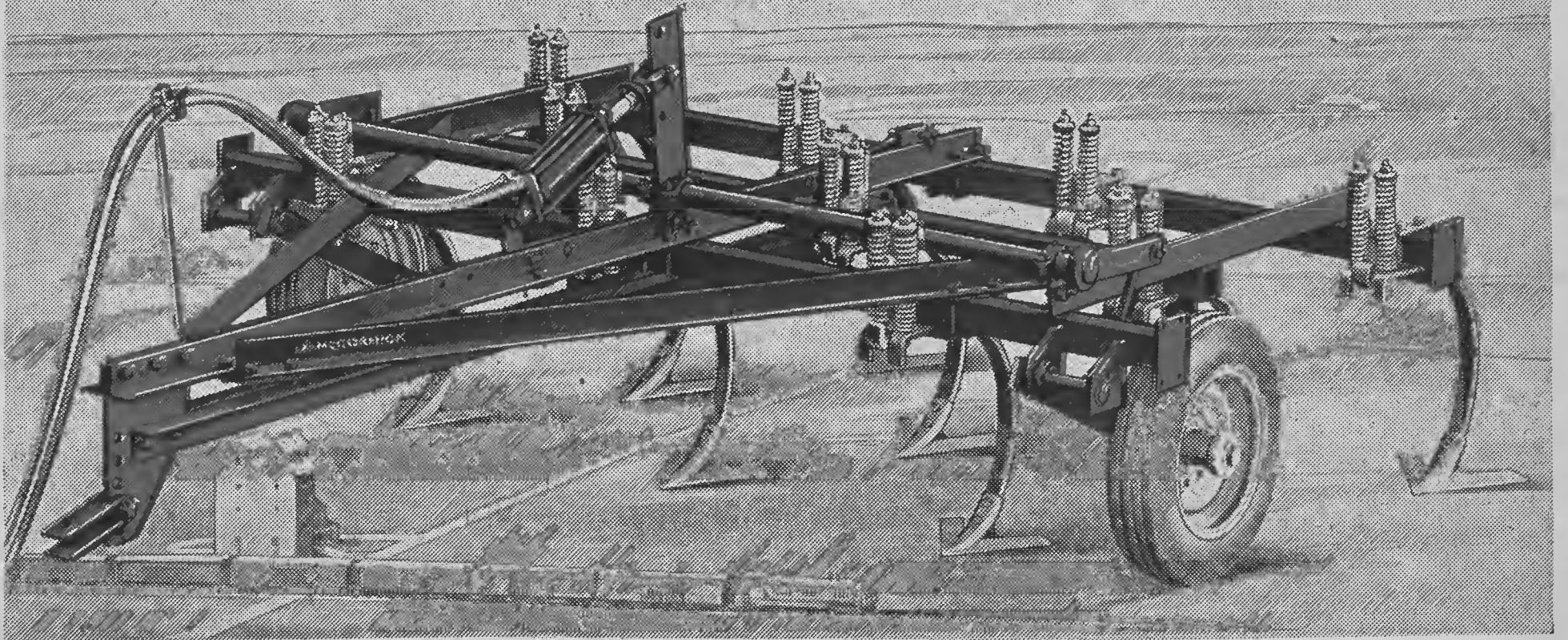
Now you can have complete protection at lower cost AND IT IS COLOR KEYED TO HARMONIZE WITH YOUR TRACTOR. SEE THE NEW, ALL NEW COLORFUL HEAT-HOUSER 75. SPECIFY THE GENUINE HEAT-HOUSER. SEE YOUR DEALER TODAY!





# TOUGH TOOL

(FOR TOUGH TILLAGE!)



## NEW MCCORMICK

BUILT FOR  
THE WEST

## No. 50 CHISEL PLOW

Plow and Cultivator in one machine

Sock her down deep and go to it! She's a brawny brute, this field-proved "50"—with plenty of what it takes to stand the gaff behind any tractor, in toughest going.

Heavy-duty, all-welded steel box frame is built like a battleship. Exclusive patented clamps hold shanks to their work with never a waver. Boron steel shanks boast sinew and stamina that defies hard and rocky soil conditions. And yet, the No. 50 is a dream to handle. Hydraulic remote control



makes raising, lowering and adjusting almost push-button operations. With a flick of the finger you're set to mulch the surface, slice off weeds or bust the hardpan. There are sizes to suit every farm, every farm tractor—from 7-foot to 11-foot basic widths, with two 2-foot extensions for each end if required.

See this modern tool. Better still, *try one* in your own stubble or summerfallow. Your IH Dealer is the man to see for every type and size of tillage equipment. Contact him today.

**Work deep or shallow... use points, shovels, or sweeps**



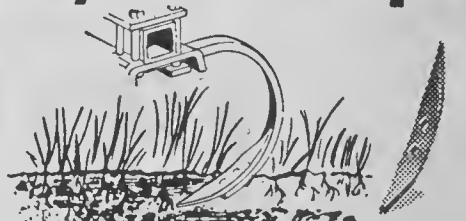
**CHISEL 12 INCHES DEEP.** The No. 50 equipped with points breaks up hardpan, improves soil drainage, lets crop roots grow deep.



**KILL WEEDS, LEAVE A MULCH.** Wide sweeps slice weeds just below surface. Trash stays on top to stop blowing. Moist sub-surface is undisturbed.



**FURROW YOUR FIELDS.** Shovels on the No. 50 make furrows and ridges that trap snow, hold rain, retard blowing, save topsoil.



**RIP ROOT-BOUND SOD.** Spike points on No. 50 tear through old pasture sod—stimulating growth, improving livestock-carrying capacity.

**There's a complete choice of quality, high-carbon steel ground-working tools to fit your soil, crops and farming practices**

INTERNATIONAL HARVESTER COMPANY OF CANADA LIMITED, HAMILTON, ONTARIO



## SOILS AND CROPS

lizer was applied to all plots except the check.

Average yields of 227, 251, 301 and 338 bushels of potatoes per acre were obtained from plots receiving 0, 500, 1,000 and 1,500 pounds of fertilizer per acre respectively. On this basis, further increases in yield could be expected from fertilizer in excess of 1,500 pounds per acre, but the limits are not known. Another effect was an increase in the percentage of Grade 1 potatoes by size through the use of fertilizer, but the percentage varied from year to year. V

## Cereals

## For Fall Seeding

THIS is the time of fall seeding in Ontario, and for those who have not yet selected their winter cereals, here is a run-down of the recommended varieties.

The soft white winter wheat varieties, with good yield and milling qualities, are Genesee, Dawbul, Cornell 595 and Richmond. Of these, Genesee has given the highest yields in tests in western Ontario. It is not as strong in the straw as Cornell 595, but the latter variety is more prone to shattering than the other three.

Dawbul has performed well in several areas, and is preferred by some to Genesee or Cornell 595. Richmond is the most winter hardy of the four, and produces grain of high weight and good appearance, but it is not resistant to loose smut. Its straw strength is similar to Genesee.

A variety worth considering in eastern Ontario is Rideau, which is desirable in areas where extra winter hardiness is important.

Of the winter ryes, Tetra Petkus is outstanding on richer soils, where varieties are likely to lodge. It is a

coarse, stiff-strawed, large-seeded tetraploid rye. A thing to watch with Tetra Petkus is that it should not be seeded next to other winter ryes, as sterility problems will result in setting of the seed. Alternative varieties in Ontario are Imperial and Horton. V

Stubble Burning  
Is Usually Expensive

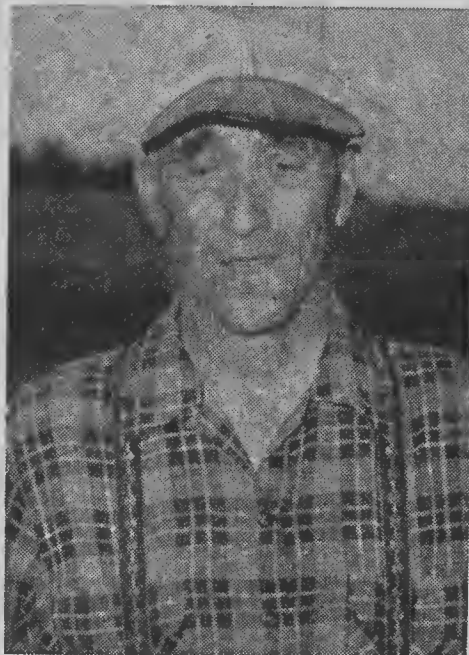
DO you realize that by burning stubble you may be burning around two dollars an acre in nitrogen alone? Stubble, straw and roots are the only sources of organic matter in straight grain farming. They also help to prevent erosion by wind and water. The loss of your topsoil costs even more than your loss of nitrogen. In fact, it has been found in surveys that over six inches of topsoil gave an average yield of 24 bushels of wheat per acre, compared with only 11 bushels where there was less than three inches of topsoil.

Some people argue that stubble burning helps to control wild oats and other weeds. The fact is that wild oat infestations are little affected by burning, and other weeds are not normally controlled to any extent by this means.

It is also said that the burning of stubble makes tillage easier. But what is speed compared with the preservation of valuable humus and fibre in the soil? Isn't it worth the extra trouble if your stubble helps the soil to absorb and hold moisture more readily, and to resist the forces of nature which would carry away your precious topsoil? In the words of Earl Johnson, soil specialist with the Saskatchewan Department of Agriculture, "stubble is not for burning." V

Anhydrous Ammonia  
Might Kill Those Bugs

WHEN farmer Jack Corcoran decided to give his barley fields a shot of anhydrous ammonia to pick up the yield, he got a happy side effect he hadn't counted on. The choking fumes of the fertilizer drove



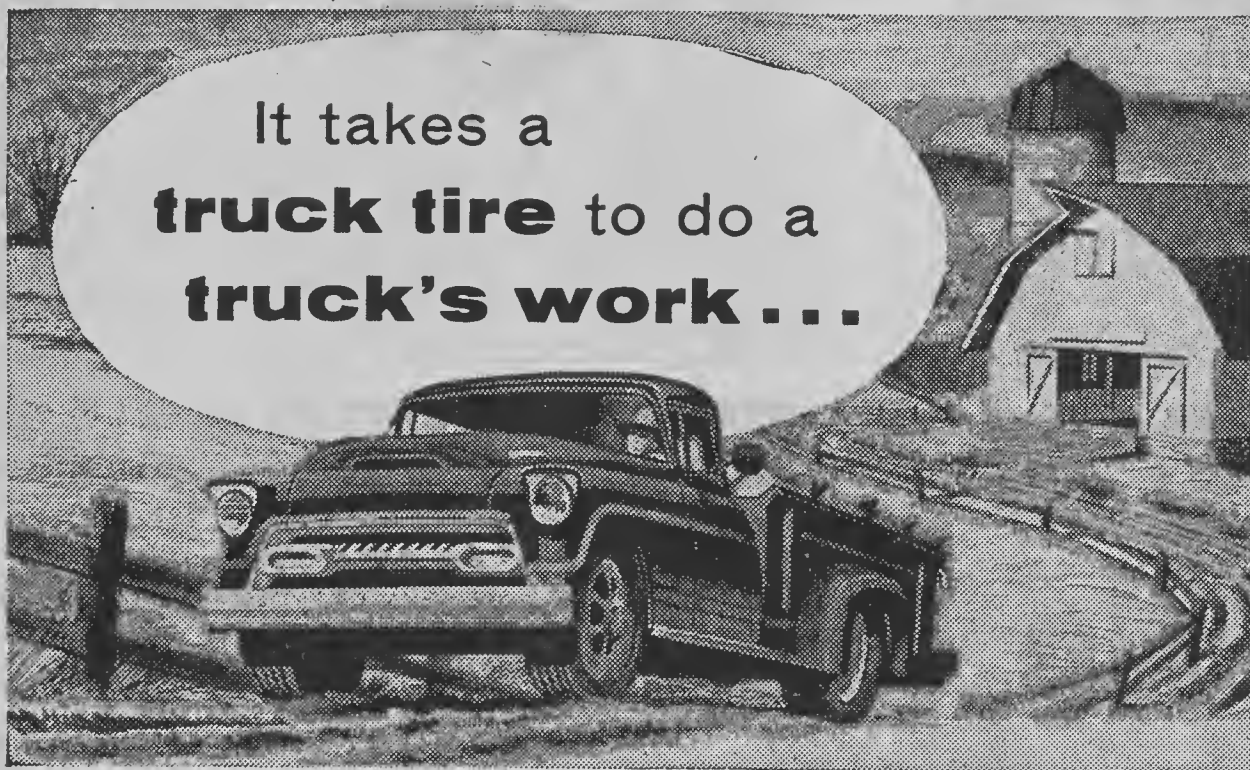
[Guide photo] Jack Corcoran found that anhydrous ammonia was more than a fertilizer.

all the grubs and cutworms out of the soil, where they were promptly pounced on by swarms of birds following the machine.

Jack, who farms about two quarter sections with his son, near Brookville, Alberta, turned over the treated soil in several places and found a lot of dead grubs that apparently hadn't managed to make their escape. When applied to grassland, the fertilizer is said to drive out or kill field mice, gophers, and moles.

"As far as hay and pasture is concerned, a man just can't afford *not* to put on nitrogen," he pointed out. "There's no comparison between yields. Getting rid of the bugs, too, is a sort of added bonus that appears to go with the job when the stuff is applied in the anhydrous form."

Asked about the effectiveness of the liquid fertilizer against wireworms, he replied that he couldn't say because he didn't have any wireworms on his land. "But," he added with a grin, "if I had wireworms, I'd sure give it a try." V



## ... especially on the farm!

Rough concession roads, field work and overloading can cause early failure unless your tires are built to take it... like the Firestone Rib Transport for instance. This new tire costs \$1.05 more than a passenger tire *but is worth much more* because it's built for tough trucking service—

- 1 Greater tread depth and tougher rubber for extra mileage.
- 2 Extra ply, heavy duty cord body for more impact resistance.
- 3 More bead wires anchor tire to rim—provide a solid foundation for heavy loads.
- 4 Stronger body construction for more retreads.

Buy the tire that's built for your job—buy Firestone Rib Transports.



always specify  
**Firestone**  
for lowest cost per mile



Get off to a good start

Specify FIRESTONE when you buy batteries.

**Firestone BATTERIES** FOR TRUCK OR TRACTOR as low as **\$9.99** EXCHANGE





These girls are busily at work in one of the plants of The B.C. Fruit Processors Ltd., preparing apples for evaporation, one of several market outlets.

## Ontario Apple And Peach Surveys

THE Horticulture Station at Vine-land, Ontario, has recently made a tree fruit survey of the province, and one of the interesting results shows the outstanding popularity of the McIntosh apple and its remarkably even distribution throughout the province. Of 846,311 commercial apple trees, 290,855 are McIntosh; and of these 29,921 are in the St. Lawrence district, 94,274 in Eastern Ontario, 40,401 in the Georgian Bay district, 54,669 in Central Ontario, 59,008 in Southwestern Ontario, and 12,582 in the Niagara area.

The second most popular variety is the old Northern Spy, with a total of 173,631 trees, while Delicious came third with 82,915 trees. Southwestern Ontario led in both of these varieties. Of all the trees in the province, 349,811 were between 16 and 30 years old, while 184,835 were from 8 to 15 years of age, 156,444 were from 1 to 7 years, and 155,221 were 31 years or older.

There are also 1,287,120 peach trees in Ontario, of which 1,010,994 were in the Niagara Peninsula. Southwestern Ontario has 270,420, with from 1,000 to 4,000 each in Central Ontario and Eastern Ontario. No commercial peach orchards are located in the Georgian Bay district and only four trees in the St. Lawrence district. The outstanding varieties are Golden Jubilee, with 322,932, and the standard Elberta with 313,598. The three Vineland "V" varieties are coming up, the Vedette having 81,487 trees, Veteran 74,354, and Valiant 54,895. The peach trees in the Niagara Peninsula are about evenly divided between those 10 years and over and those under 10, while more than half of all the trees in Southwestern Ontario are from 4 to 9 years of age.

## Control of Snow Mold in Lawns

SNOW mold is found in many parts of Canada as a serious lawn disease, occurring in fall, winter or spring. It is most serious in the early spring when melting snow creates favorable conditions.

It appears as a white, cobwebby growth, later becoming dirty grey or sooty; and later still, as the turf dries, it produces light brown, or straw-colored patches more or less circular in shape and varying from a few inches to several feet in diameter.

Spring control is ineffective, because the damage is done before the snow disappears. The Central Experimental Farm at Ottawa recommends mercuric fungicides such as bichloride of mercury, at 2 to 3 ounces per 1,000 square feet, or a mixture of two-thirds calomel and one-third bichloride of mercury, at 3 to 4 ounces per 1,000 square feet. These fungicides are poisonous and are likely to corrode metals: necessary care is therefore essential.

## Time to Plant Lilacs

THIS is the month to plant lilacs for best results: and the Division of Horticulture at Ottawa reports that these bushes often sulk for a number of years, if not given proper treatment.

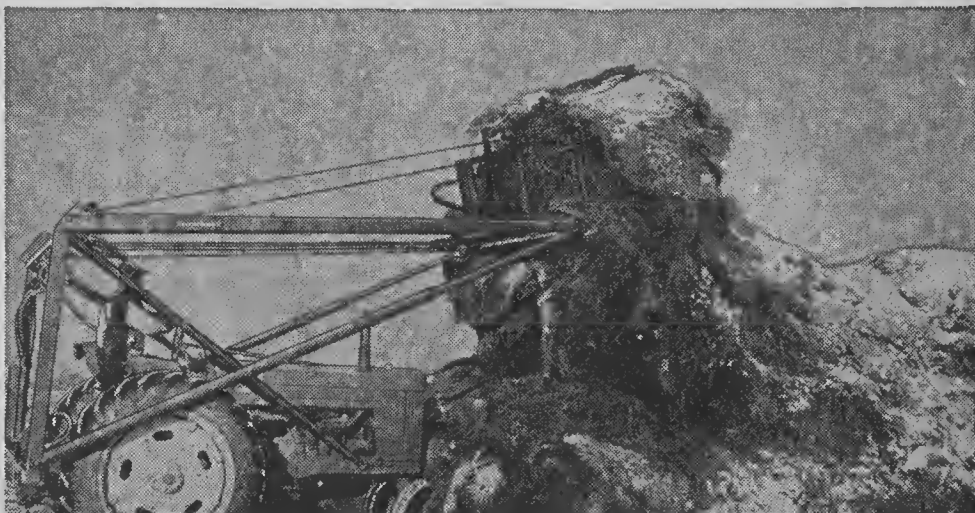
Use a well-drained site, preferably with sandy loam soil. Lilacs will stand some shade, but insects and diseases are more troublesome.

The best idea is to make a fairly large hole, deep enough so that a good dressing of rotted manure, and perhaps a handful of bone meal, can be placed in the bottom under two or three inches of soil, and still permit the plant to be set with the graft union below the surface level. Hold the bush firmly and fill good topsoil carefully around the fine and brittle roots. When these are well covered, add a pailful of water; and when this has soaked down, fill in the remainder of the hole. Press the soil down firmly and add a layer of loose soil on top.

## Vitamin C In Apple Varieties

THE content of vitamin C, or ascorbic acid, in apple varieties, varies considerably with variety. In Europe, one or two varieties have been reported to contain amounts of vitamin C that compare favorably with the citrus fruits, and much higher than tomatoes and tomato juice.

# FARMHAND is your best buy for fast, easy feeding and manure handling!



THE BIG, TOUGH FARMHAND F-10 Heavy-Duty Loader does most farm lifting and loading jobs faster and easier than ever before possible. With rugged steel Grapple Fork attachment it makes winter feeding an easy job, even from frozen stacks. For manure loading, mount the 8-ft. Manure Fork and load the average spreader with only 3 to 4 forkfuls. The F-10 has 3,500-lb. lift, 21-ft. reach, 11 attachments to make it pay its way every day of the year on your toughest farm jobs.



NEW FARMHAND STACK MOVER is the key to Farmhand's completely mechanical system of hay handling. The Stack Mover hauls 5 to 9-ton stacks from field to feedlot; cuts haying labor costs in half. Hydraulic bed-tilting cylinder speeds loading and unloading. Special 8-wheel carriage for maximum flotation. PTO-powered winch slides stacks on and off with ease.

MANY FARMERS SAVE UP TO 50% in feeding time and labor costs with the Farmhand "Power-Box" Feeder. Available in either 4 or 6-ton sizes, these big, dependable Feeders enable one man to easily feed over 500 head. Rugged steel beaters mix feed thoroughly; PTO-unloading fills bunks as you drive along. 6-ton model shown here has 16" auger unloading. 18" belt type discharge also available. Mounts on truck, Farmhand Tandem Trailer or Heavy-Duty Wagon.



**ROCK PICKER**  
Farmhand F10 and F11 Loader attachment. Sweeps 8-ft. strip. Hydraulic power raises, carries and dumps rocks. Built to last; priced right.

## FREE INFORMATION!

Write: THE FARMHAND CO.  
Dept. CGW-97,  
1270 Sargent Ave., Winnipeg

Send information on \_\_\_\_\_  
I have a \_\_\_\_\_ (make or model) tractor

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ Prov. \_\_\_\_\_

A Division of Superior Separator Co., of Canada, Ltd.

**Farmhand**  
FIRST IN FARM MATERIALS-HANDLING





## Hens lay more eggs, longer, on less feed when feeds contain Aureomycin

The continuous feeding of a good layer feed containing the *right* amount of AUREOMYCIN can mean extra dollars for farm flock owners and commercial egg producers.

This widest-range antibiotic — by eliminating harmful bacteria in a hen's system — promotes health, vigor, egg production and hatchability.

AUREOMYCIN steps up production even if your layers are already consistent high producers. It is particularly effective in up-grading low producers — in bringing hens out of laying slumps — in keeping the level of egg production up in the presence of such diseases as blue comb and CRD.

In a trial on a poultry farm, 1,000 White Leghorn hens were divided into 2 groups of 500 each. One group got AUREOMYCIN in the mash, the other didn't. Over a year's period, the group fed AUREOMYCIN produced 1,800 *more* dozens of eggs. At 35c per dozen eggs, that meant an EXTRA RETURN — including the cost of AUREOMYCIN — of \$400, or \$80 per 100 hens.

Ask your feed manufacturer or dealer for LAYER FEEDS containing the *right* amount of AUREOMYCIN. Keep your layers on AUREOMYCIN for top results! North American Cyanamid, Ltd., Farm and Home Division, 5550 Royalmount Avenue, Town of Mount Royal, Montreal, Quebec.

\*Trademark

### Good layer feeds with AUREOMYCIN provide you with:

- More eggs over a longer period.
- More *early* and *late* season eggs.
- More eggs per 100 lbs. of feed.
- More eggs in the presence of disease.
- More eggs in times of stress.
- More chicks from increased hatchability.

CYANAMID

**AUREOMYCIN** \* ...for more dollars from more eggs  
CHLORTETRACYCLINE





[Guide photo]

Separate the high producers from the culls to maintain your egg profits.

### Culling Saves You Money

CONSTANT culling of poor producers will raise the net returns from your poultry flock, says Frank Payne, Saskatchewan's poultry commissioner. He points out the poor producers do not pay their own way, and if production drops below 50 eggs per 100 birds daily, you should be prepared to cull.

Birds which begin laying after 250 days are late-maturers, and should be culled if they lay too many small eggs. Birds with narrow, shallow heads, or coarse, beefy heads are general poor layers, and should be culled. Hens which molt before August, or have a lot of hard fat in the abdomen and thick stiff pubic bones, and a heavy, tight skin over the keel bone need to be culled out.

Mr. Payne recommends that birds should be culled when they come off range, when they're put in the laying house, and whenever they lose color, indicating that they are out of production.

### Don't Let Turkeys Eat Up Your Profits

EVEN the difference of one week in finishing turkeys for market will make an enormous difference in your feed costs. Those last few weeks are by far the most expensive because the ratio between feed and gain widens very rapidly, and each additional week lowers the net returns.

The answer is a well-balanced diet, which should be used from the earliest months of growth, when the most economical gains are made. It also cuts down the mortality rate. But this balanced diet should be carried right through to finishing.

The most common method of providing the right diet is to feed home-grown grains supplemented with a concentrate containing protein, vitamins and minerals. The concentrate can be bought either as powder or pellets. The powder is mixed with ground grain to make a mash, and is then fed with whole grain. In pellet form, the concentrate can be mixed directly with the whole grain. Which-

ever method you prefer, keep a proper balance in the turkey diet, bring them to maturity and finishing weight quickly, and make yourself a little extra money.

### Where to Locate The Poultry House

THE location of the poultry house does matter. Mature birds are highly resistant to cold, but they need slightly more feed under very cold conditions. The heating of poultry houses is of little value, but there is no point in inviting lower temperatures if they can be modified by choosing the best site for the house.

Select a sheltered spot if you can, says H. S. Gutteridge of the Central Experimental Farm, Ottawa. Construct the poultry house with its back toward the prevailing cold wind. Heat from the sun through glass in winter helps to maintain reasonable temperatures at mid-day, enabling you to increase the ventilation and remove moisture without the temperature going too low.

There may be a flooding hazard too. So avoid it by building the poultry house on high or sloping land, if there is any around.

### Snow Is Bad for Egg-Laying

SEPTEMBER is not a time to expect ice in the henhouse, but it's a good time to think ahead to the months when freezing becomes a problem. Faced with this situation, poultrymen sometimes let the drinking water freeze and provide their hens with snow as a substitute. It doesn't pay you to do this.

To prove it, Researchers Charette and Tessier set up some trials at the Kapuskasing Experimental Farm, Ont., and found that hens depending on snow for their water requirements laid from 7 to 17 per cent fewer eggs than birds provided with water in liquid form. They say that, although it means extra work, it is a definite advantage to keep water before laying hens at all times.

Hauling water to the hens, and changing it frequently, is a heavy chore. But you can insure against freezing, and make it easier for yourself, if you have a well-insulated henhouse. Another way is to protect pipes with thermotape heating, or by replacing metal pipes with plastic hose. You can get heating elements for water fountains too.

### Scavenging Lowers Egg Quality

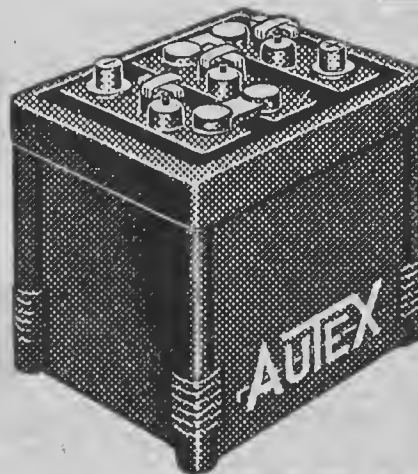
CONTROL egg quality by keeping a well-balanced laying mash available at all times, says J. H. Downs of the Lethbridge Experimental Farm, Alta. When you deprive layers of their mash, after they are turned out of the houses, you force them to become scavengers and their egg quality will drop rapidly. If layers must be turned out during the day, keep them in at least until mid-afternoon, by which time they should have consumed most of their feed requirements as mash.

# Dependable Starting Power

# Only \$11.95

## EXCHANGE

\* Prices slightly higher in Western Canada



- ★ Famous Willard Autex 1-13
- ★ Full factory-fresh power
- ★ Written guarantee and adjustment policy

# WILLARD BATTERIES

MADE IN CANADA... TO MEET CANADIAN DRIVING CONDITIONS



**WILLARD BATTERIES**  
**GUARANTEED UP TO 4 YEARS**  
 See your nearby Willard Dealer before cold weather kills your present battery.



# "Carter"

(formerly MacDonald)

## TRACTOR CABS

Available for most large tractors



For year-round weather protection. Protection from wind and dust; sleet and snow! Now you can get your field work done easier and faster.

Ask your dealer—or write us direct  
**James B. Carter Limited**

155 Fort Street, Winnipeg 1, Canada

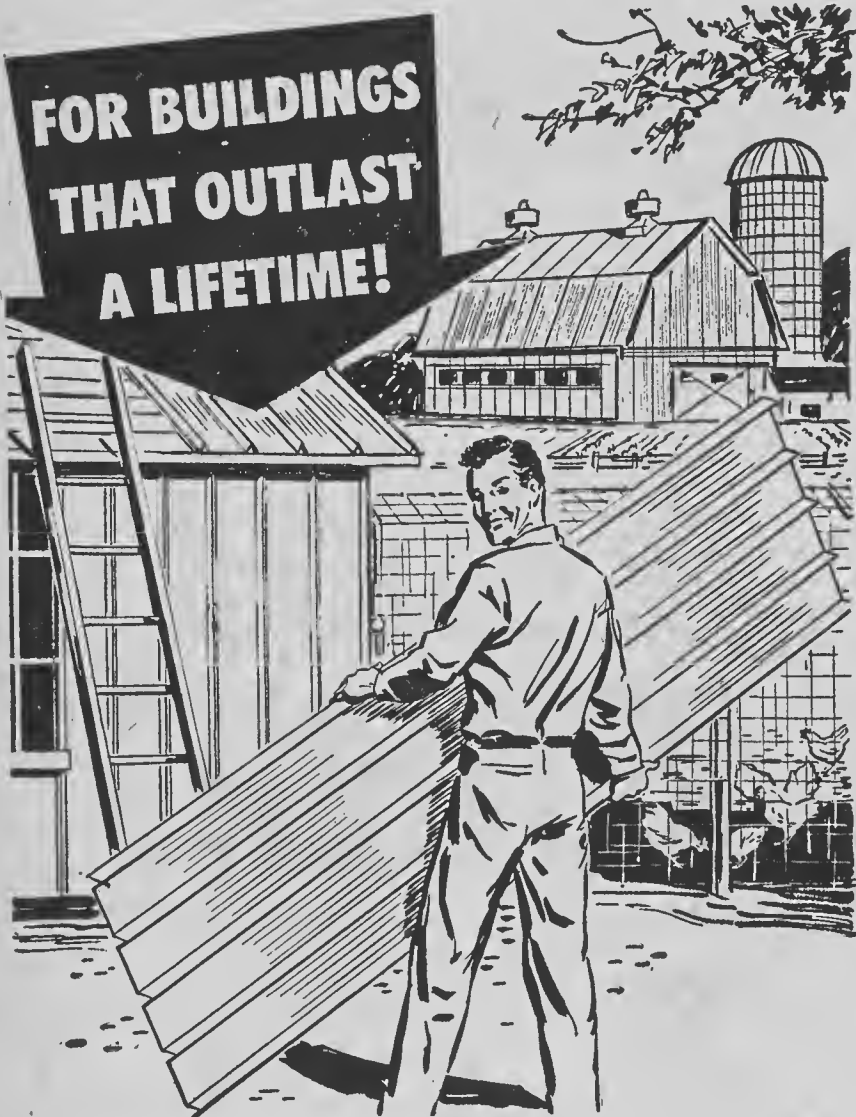


# ALCAN KINGSTRONG ALUMINUM

## The rustproof Roofing and Siding of *Assured Strength*

Available at leading dealers across Canada

**FOR BUILDINGS  
THAT OUTLAST  
A LIFETIME!**



Buy "KINGSTRONG" aluminum and be sure of long-term value.

"KINGSTRONG" strength and corrosion resistance have been proven over and over again under the most adverse conditions; it guarantees the longest *lasting* protection for your barn and other buildings.

"KINGSTRONG" stands for the best in aluminum roofing and siding. Dollar for dollar you can't make a better buy!

**CAN'T RUST** — eliminates painting and regular repairs (even in salt-water atmospheres).

**EASY TO HANDLE** — because of its remarkable light weight — cuts erection time and costs.

**SPARK-PROOF** and fire-resistant — reduces fire hazards.

**INCREASES PRODUCTION** — High reflectivity keeps buildings cooler in summer, warmer in winter. Stock stays healthier, feeds better, produces more.

Get all the facts now. Ask your supplier or send in this handy coupon for your free copy of Alcan's folder on Farm Roofing and Siding of "KINGSTRONG" aluminum.

"KINGSTRONG" is a registered Trade Mark for aluminum roofing sheet rolled by Aluminum Company of Canada, Ltd. It is ribbed or corrugated by leading roofing manufacturers across Canada.

**ALUMINUM COMPANY OF CANADA, LTD.,**  
Sun Life Building, Montreal.

5723

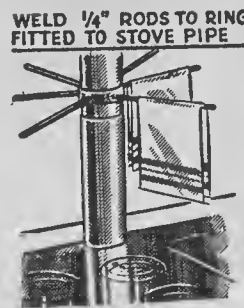
Please send me by return free copy of your booklet,  
"Kingstrong Aluminum for Farm Roofing and Siding".

Name \_\_\_\_\_

Address \_\_\_\_\_

## WORKSHOP

**Home-made clothes dryer.** Drying clothes in cold weather is quite a problem; but here is a solution. Make a metal ring which will fit snugly round your stove pipe. Cut about half a dozen 13" rods from 1/4" iron, and weld each of these to the ring, spaced equally around. Slip the ring over the stove pipe, making sure that it fits tightly, and that it is high enough up the pipe to hold the clothes clear of the stove top.—D.S.M., Man.



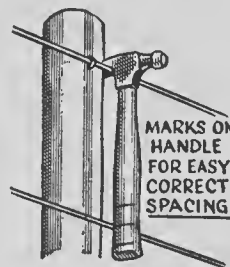
**Pipe joints.** Leaks at loose joints in pipes can be stopped this way. Take the joint apart and put some ordinary paint on the threads. While the paint is wet it will lubricate the joint and allow the pipes to be screwed very tightly together. When the paint dries, it will make the joint watertight and secure.—S.S.B., Sask.



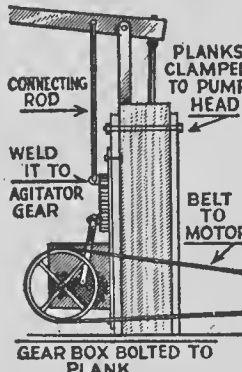
**Non-slip feet for oilstone.** With two pieces of garden hose, split lengthwise, you can keep your oilstone from slipping about. Fit one piece of the hose over each end of the stone. These will serve also as bumpers, if you cut them a little longer than the width of the stone.—G.M.E., Alta.



**Fence wire spacing.** It's not easy to judge the correct spacing of fence wire by eye, but here's a neat trick to help you. Simply mark off the required distance on the shaft of your hammer, measuring from just below the claw of the hammer. Then when you come to each fence post, you just hang the hammer on the top wire, and the mark on the hammer will give you the position of the lower wire. If you want to make more than one measurement, for different purposes, color the marks on the hammer to avoid confusion.—D.A.W., Man.



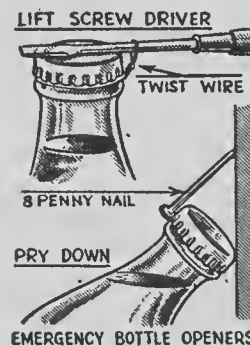
**Shallow well pump jack.** Any old washing machine with a gear box in good condition should make an ideal shallow well pump jack. Secure the machine to the side of the pump by bolting it to the planks clamped round the pump head. Fit an extra connecting rod to the pump handle, and weld it to the agitator gear. The washing machine gear is connected by belt to an electric or gas motor for the power.—E.W.I., Sask.



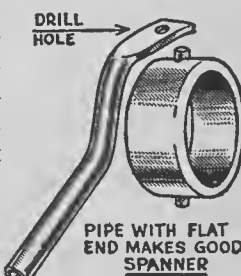
**Washtub wiener roast.** When my son had his sixth birthday, we decided to have a wiener roast, but we didn't want to kill the grass on the lawn by having a bonfire on it. So my husband found three big round logs (blocks would also do) and a washtub that wasn't in use any more. He nailed the tub to the logs, and built a fire right in the middle of the lawn. He also made benches from planks mounted on logs, and the food was placed on two card tables. Everyone had a good time, and after the party, everything was moved away, and the lawn was just as good as ever.—L.B.J., Alta.



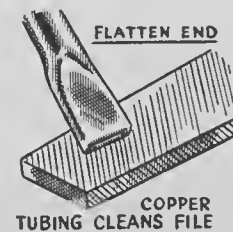
**Emergency bottle openers.** I have been using these two openers successfully for years. The first, as can be seen, consists of a short length of medium wire, formed into a loop, and a screwdriver. Simply place the wire loop under the fluted edge of the bottle cap, and slip the blade of the screwdriver through the wire. Tighten the wire by twisting the screwdriver once or twice, and then place the screwdriver tip on top of the cap, raise the handle while holding the bottle, and off comes the cap. The second method requires an eight-penny nail driven into a tree or wall about half way, and then bent down at an angle of 45 degrees. The cap is removed by slipping it behind the nail head, and pushing the bottle down.—H.E.F., Texas.



**Practical wrench.** Should you lose your regular spanner wrench, and need one in a hurry, a good practical wrench can be made out of ordinary pipe, as shown in the sketch. Flatten one end of the pipe, drill a hole of the correct bore through the flat part, and bend the handle to the shape you want. Then cut the pipe to a convenient size, and you are all set.—W.F.S., N.J.



**Keeping files clean.** If you rub the flattened end of a piece of copper tubing across a file, it will remove the most stubborn chips embedded in the file quickly, and it cannot do any damage. The copper is soft and adapts itself to the contour of the file, and it does a thorough job where a file card would fail.—H.M., Pa.



## WHAT'S NEW



A feature of this new type of manure spreader is that it spreads from the front end instead of the rear. It is equipped with two shredding cylinders and three turbine-type slingers, which shred the manure thoroughly. It is then expelled through openings in the sides and bottom. (Allis-Chalmers Manufacturing Co.) (186) ✓



This is a variable press, high speed seeder designed to be mounted on the farm drill. Each unit consists of a single-disk furrow opener, a furrow wall-retaining shoe, furrow-closing packer wheel, seed tube, depth adjustment and sway bar. It is said to operate at any tractor speed. (High-Speed Seeder Co.) (187) ✓



Connected with an automatic fountain, this fibre glass trough makes poultry watering simple, or it can be used for feed. It is claimed to be rust proof, easy to clean, acid resistant, and suitable for all soluble medications. The trough rises as the water is consumed and lowers as the water flows in. (Miller Mfg. Co.) (188) ✓



This line of subsoilers includes one, two and three shank models, designed to break up impervious hardpan below plowing depth. The subsoilers are mounted on tool carriers, which have support stands to simplify storage and attachment to tractor. (Ford Motor Co. of Canada.) (189) ✓

For further information about any item mentioned in this column, write to What's New Department, The Country Guide, 290 Vaughan St., Winnipeg 2, giving the key number shown at the end of each item, as—(17).

## How Bees Communicate

by JOHN BARRY

THERE has always been much talk about bees having the ability of communication with each other, which has been deduced from the fact of the speed with which they explore a new source of food after it has been discovered by one of their scouts. Before accurate scientific observation took place all sorts of ideas about bee communication used to be prevalent, like telepathy and even a type of radio link.

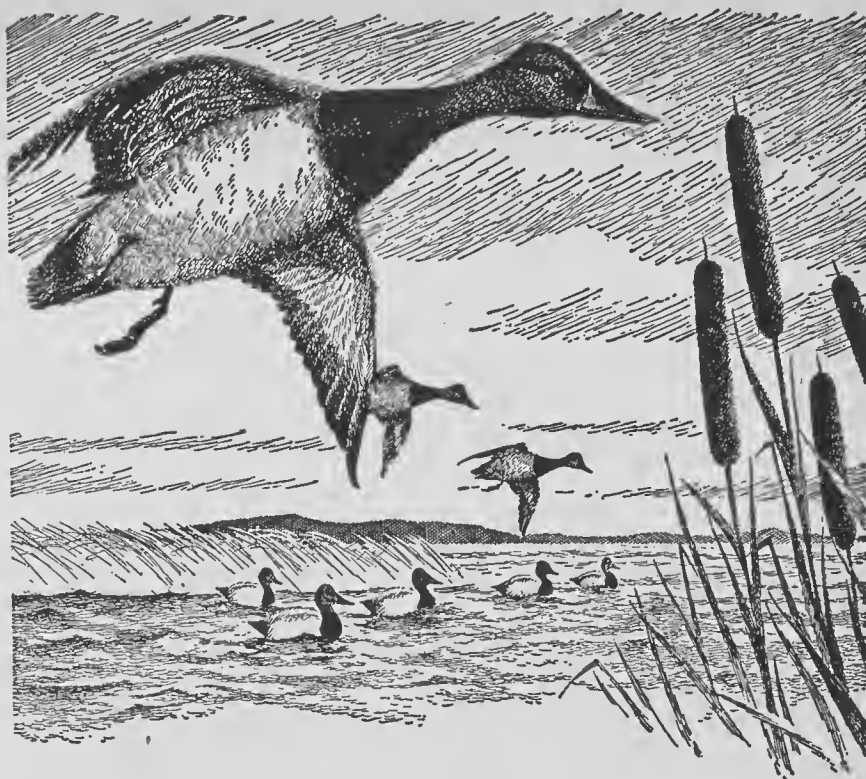
Then Dr. K. von Frisch started using glass-walled observation hives and noted that scouts on returning to their colonies attracted the attention of the other bees, and discovered that their means of communicating with each other was by a kind of intricate, symbolic sign language.

If, for example, the scouts have found a new supply-source of nectar they convey the distance and direction of their find by what Dr. Frisch calls the "honey dance." This dance is a series of movements in which the scouts fly in alternate directions, in small circles, and in half circles. The rate at which the dance is performed tells the other bees the distance of the new-found nectar supply. But this is only a small part of the information required. To find out the exact position of the nectar the bees must observe the ways in which the scouts point their bodies—which tells them the position of the nectar in relation not only to the hive but the sun as well.

Further information as to the source of the nectar is given by the floral odor that emanates from the bodies of the scouts.

If the new discovery is one of pollen rather than nectar, then the dance evolutions of the scouts go through a different routine. The duration of these latter dances seems to be about half-a-minute, after which the watching bees go foraging and explore the new source that has been announced by the "dance."

Each dance therefore gives a particular set of information, and Dr. von Frisch says that by watching them he is able himself to locate the feeding-ground to which a particular dance refers. ✓



### PACK ALONG EXTRA POWER, PUNCH with "IMPERIAL" SHOT SHELLS



Put real sock into your duck hunting this year! Take along "Imperial" Shot Shells. They'll make sure of fast, high-flying birds with clean kills, fewer cripples. There's no top wad to break up your shot pattern when you shoot IMPERIAL Shot Shells with the "Pressure-Sealed Crimp"

that's your assurance of hole-free patterns. For your FREE BOOKLET on Duck Hunting, write to Canadian Industries Limited, Ammunition Advertising, Dept. FC, P.O. Box 10, Montreal.

"Always Dependable"



AMMUNITION

Advertisements often can't tell the whole story. Hence, our advertisers make more detailed information available in the form of catalogues, booklets or folders. Write them for valuable free information and help.

**PROTECT  
YOUR  
LIVESTOCK**

Size of sheets—48" x 48"  
and 48" x 96"  
Thicknesses—3/16"; 1/4";  
3/8"; 1/2"

## ASBESTOS CEMENT Turnall FLATBOARD

is fire-resistant—rodent and insect proof—never needs painting. "Turnall" asbestos-cement FLATBOARD can be quickly erected by anyone who can hammer a nail or saw a board. "Turnall" FLATBOARD becomes tougher with age, assuring a maximum of economy with a minimum of maintenance.

### AGAINST FIRE!

"Turnall" FLATBOARD can be easily brushed clean with a stable broom or hosed under pressure with water—it is not affected by dampness, will not rot or decay. See your nearest Building Supply Dealer.



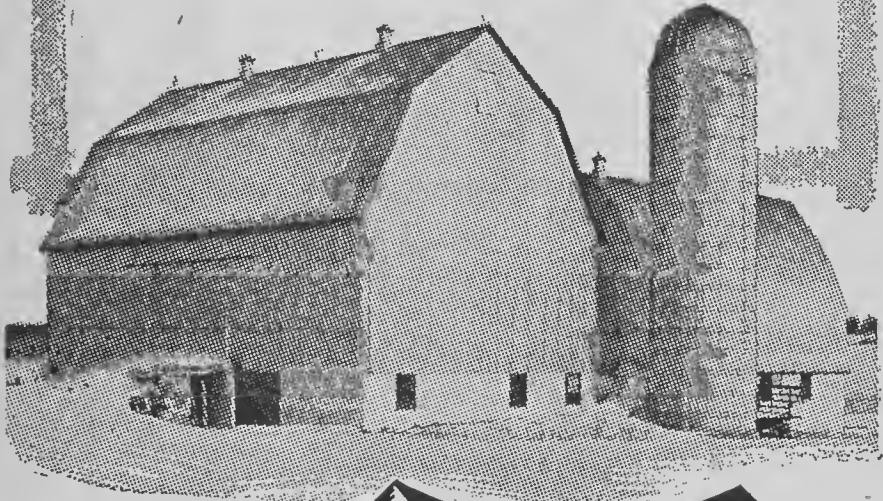
**ATLAS ASBESTOS COMPANY LIMITED**

Montreal • Toronto • Winnipeg • Edmonton • Vancouver

A member of the Turner & Newall Organization.



**Only STEEL has  
the STRENGTH to give  
lasting protection!**



**Specify**



**Continuous**

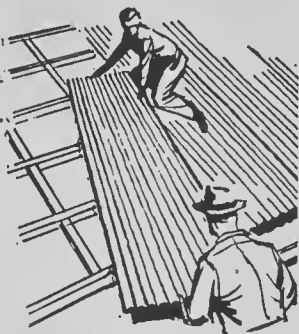
**GALVANIZED STEEL SHEETS**

*for Roofing and Siding*

The strongest, most enduring, most economical material you can buy for covering your buildings is GALVANIZED STEEL . . . and there is no better product in this field than "STELCOAT," the Continuous Galvanized Steel Sheets *with the tightest, toughest zinc coating produced anywhere.*

It is the **STRENGTH** of steel — unmatched by any other material — which shows you direct savings in lumber, labour, paper, and nails . . . gives added rigidity to the buildings themselves . . . and affords protection against the severest extremes of weather.

For these and other reasons, described in detail in Stelco's booklet offered below, your best choice for long-life low-cost protection is roofing and siding made of "STELCOAT" Continuous Galvanized Steel Sheets . . . supplied and recommended by your local roofing contractor.



*Steel roofing can be laid over open purlin construction, eliminating cost of full sheathing.*



**THE STEEL COMPANY  
OF CANADA, LIMITED**

HAMILTON — MONTREAL

**Mail this coupon for  
Stelco's FREE Booklet**

The Steel Company of Canada, Limited,  
Dept. CG  
Hamilton, Ontario.

Please send me your booklet on "STELCOAT" for Roofing and Siding, with hints on installation and estimating.

NAME.....

ADDRESS.....

.....

.....

# Young People

*On the farm and at home*

## Aim at Happy Hunting

**A**RE you the proud owner of a gun? Perhaps it came as a birthday or Christmas gift, or was simply a hand-me-down. Each time you pick up that gun, you hold the safety of friends, or perhaps even their lives, in your keeping. Never forget that! Treat every gun as if it were loaded. A gun can be safe or dangerous, depending upon the person who handles it.

Did you know that almost half of all shooting accidents are caused by the shooter himself? Last year 1,500,000 hunting licenses were sold in Canada. A percentage of the buyers of these licenses were using a gun for the first time in their lives. Can we wonder that fatal accidents happen? Many sportsmen organizations assist young hunters by providing rifle ranges, where the correct method of handling guns is taught. If such a range is in operation in your district be sure to join and learn the correct and safe way to handle firearms before you go out in the field after game.

What safety rules must a hunter know and observe before he measures up to the standards of a good hunter? One basic rule—*Treat every gun as if it were loaded*—sums up the rules of safe gun handling.

Hunters who cross through fences with loaded guns are the cause of the greatest number of gun accidents. Yet crossing through a fence is a simple matter. First, open the action, then pass the gun under the fence, now climb over and pick it up. If you are hunting with a companion, one holds the "open" guns while the other crosses. Don't pull a gun toward you by the barrel.

All rules of gun safety are just as simple and easy to follow — once you *Learn and Practice* them. Check your hunting habits.

Be sure of your target before you pull the trigger. Don't be a Trigger Happy Harry and shoot at that "something moving" in the bush. Be certain that your target is legal game and not a domesticated animal or your hunting companion!

Never point a gun at anything you don't want to shoot. A safe gunner won't choose a shooting companion who breaks that rule.

Carry only empty guns, taken down or with the action "open," into your automobile, camp and home. The "open" gun is a sign of politeness as well as safety. When approaching a person, a car or building, "break" your gun or open the action.

Never shoot at a flat hard surface or at the surface of water. Shots often ricochet—that is, glance off rocks, trees or water, and may hit persons not in the direct line of fire.

If you should stumble while carrying a gun, stop and unload, open action and check for mud, snow or twigs. Any obstruction in a gun barrel can cause a burst barrel with disastrous results to the shooter.

Never leave your gun unattended and loaded. You are just as responsible for your gun when it is out of your hands, as when it is in them. The hunter who leaves a gun loaded is every bit as guilty as the man carrying it who "didn't know it was loaded."

Always carry your gun so that you can control the direction of the muzzle. Guns often go off when a hunter trips and stumbles. A good habit to develop is to keep the "safety" on until you are ready to shoot.

Here is what one Dad wrote to his son when he gave him a gun for a present. "Along with the pleasure and satisfaction of owning a gun, you must assume some responsibilities. Those of us who cherish the value of hunting and shooting must practice the rules of safe gun handling and influence our companions to do the same." V

*(Please turn to page 36)*



*Rifle actions are opened, rifles laid on mat, muzzles pointing forward while range officer gives instruction to junior club members, Dauphin, Man.*





Hammond Spinet Model illustrated

## You find happy people in a home that has a Hammond Organ

- ... owning and playing a Hammond Organ is an experience you can share with the whole family
- ... it gives you the satisfaction of filling your leisure time with something worthwhile
- ... you know the joy of listening to your children create living music
- ... and there's little room for worry or tension or trouble in a home that's filled with music.

**Why a Hammond Organ?** Because it differs from all others in several important ways. (1) No Spinet Model Hammond has ever needed tuning. (2) It gives you thousands of different kinds of tones... controlled at a touch. by Hammond's exclusive Harmonic Drawbars.

The voices of many orchestral instruments are yours to command with your Hammond Organ. Ask your dealer to demonstrate these exclusive musical advantages.



About \$170 down at most dealers, low monthly payments

**Hammond Organ** music's most glorious voice

### FREE LP RECORDING OF HAMMOND MUSIC



Hammond Organs  
P. O. Box 3100, Station B  
Montreal, Quebec, Canada  
Please send me your new LP recording of  
Porter Heaps at the Hammond Organ.

Name .....

Address .....

City ..... Prov. ....

HAMMOND ORGAN WESTERN EXPORT CORP. CG9



non-fading...washable

## C-I-L Stylist Colors

stay color fresh



Color Fresh is the way non-fading, washable C-I-L Stylist Colors will look in your home! For that 'just-painted' look that stays and stays, make sure you paint with C-I-L Stylist Colors.

- Non-fading—and dirt washes off.
- Easy to apply—flow freely from brush or roller.
- Free of irritating paint odor.
- Paint in the morning—entertain that evening.
- Truly economical—with one-coat magic.
- A wide range of beautiful shades.



Available in Ciltone Alkyd paint (Flat, Semi-Gloss, Gloss) and Speed-Easy Satin latex-base paint. Get your free copy of Celia Linton's "Simplified Guide to Home Decorating" from your C-I-L Paint Dealer. See him today!



**C-I-L Stylist COLORS**

The premium paint at regular prices.

## YOUNG PEOPLE

Farmers' Adviser  
Has the Answers

No. 3—Careers in Agriculture series

THEY call them agricultural representatives, district agriculturists, or agronomes, but a better name might be "the farmers' friends." These are the men employed by provincial departments of agriculture, and they are there to advise the farmer on his problems, and to keep him informed on developments in farm practice. If there's an answer, the ag. rep. will have it or can find it.

This is more than just a job. Jim Webster, assistant director of the Saskatchewan Agricultural Representative Service, will tell you that it calls for the type of man who is interested in helping people, and has something of the missionary spirit in him.

Jim Webster started life on his father's farm at Walberg, Sask. Here he completed his grade 12, and had his first contact with extension work through the local Baby Beef Club. He enjoyed club work, and in 1944 won the right to represent Saskatchewan 4-H Beef Clubs at National 4-H Club Week in Toronto. What finally made him decide to take up extension as a career was when E. E. Brockelbank, now director of the Animal Husbandry Branch, Saskatchewan Department of Agriculture, told him he would do well at university.

So Jim embarked on the B.S.A. course at the University of Saskatchewan in 1946. He gained useful experience in the public speaking and debating clubs, and other college organizations. He also became director of the college Field Day, spent one summer as a 4-H club assistant, and another summer as assistant ag. rep.

After his graduation, Jim Webster was appointed ag. rep. at Tisdale, Sask. It was there that he had one of those experiences that can give the extension man a real lift. The problem in the area was that wet weather was spoiling a lot of hay. Jim and a local farmer set up a demonstration of what could be done with silage, and it worked. The idea spread, and now they have an annual silage meeting in that northeast corner of the province, with university staff and ag. reps. there to hear the farmer's viewpoint and to answer questions.

Jim had leave of absence from Tisdale to attend an extension course in Colorado. This led him eventually to take his Master's degree, and in the course of time he was appointed assistant director of the service.

His advice to young folks who would like to make a career in extension is to take an active part in junior clubs, especially 4-H, serve on committees, and develop confidence through public speaking. They should also complete their high school education and take a degree in agriculture.

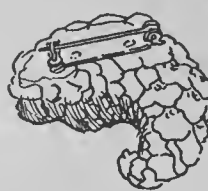
An ag. rep.'s work can be frustrating, because it is not always easy to get clearcut results. But there is satisfaction in seeing a 4-H boy go on and complete his education as a result of encouragement from the ag.



Jim Webster went into the extension field through his junior club work.

rep., or in helping a man to improve his livestock.

As for the opportunities, directors of extension are having difficulty in finding sufficient staff these days. The jobs are there for young men who like farming, like to help people to farm better, and are prepared to work hard to that end.

Pine Cone  
Jewellery

GATHER pine cones now to make into attractive jewellery pieces. Unusual scatter pins and earrings, especially suitable to wear with sweaters and woollen dresses, can be fashioned quite easily from pine cones at a few cents cost. Club members working together could make these jewellery pieces as a project. They make ideal Christmas gifts for special friends.

Here are the things you need: a good supply of pine cones, shellac, sandpaper (medium and fine), contact glue, linseed oil and brooch pins (buy them at a hobby shop or large department store).

First rub the entire pine cone with medium sandpaper to make it smooth. Then sandpaper vigorously a small flat area on each side of the cone on which to glue the brooch pin later. Now clamp the pine cone firmly in a vice. Use a coping saw to cut the pine cone lengthwise through the center—the stem end will act as a guide. If you have power tools, use the jigsaw and C-clamp. You may have to experiment and discard a few pine cones before you have the sawing perfected.

Now rub each half of the pine cone with linseed oil and leave them to dry. Then shellac the halves using thin shellac. Let dry, sandpaper with fine sandpaper. Repeat the shellac and sandpaper treatment four or five times until the pine cone halves are as smooth and polished as glass. Use a small amount of contact glue to fasten the brooch pin securely.

## The Tale of A Drunken Cow

by KERRY WOOD

A SCHOOL girl of fourteen sunny years wrote me a charming letter today to ask about the universal problem of excessive elbow bending. Here it is:

"For the past couple of weeks we, the pupils of your teacher friend, have been working our fool heads off in order to produce art and text material for a contest. This contest is an annual affair, so it is nothing new to us old kids. The contest dwells on the subject of alcohol and is quite a thing. To get right down to brass tacks, would you please write me an account of your opinion? What do you personally think about the use of alcohol, internally, on a person? I am making an alcohol reference booklet, so would appreciate any information you can provide."

Probably everyone agrees that habitual intemperance is one of the serious evils of our frustrated times, but how does one deal with the pros and cons of personal liberties and government controls, when answering such a delightful letter? I compromised by telling her our experience with a drunken cow and letting the lass draw her own conclusions.

Lancaster's cow was pastured in the lane behind our former home on the day we discovered that we didn't know how to make sauerkraut. It was our first attempt at making kraut, and we'd put too much salt in the shred-

ded cabbage. The result was a briny goo that bubbled and worked in great glee, but was much too salty to eat. We had five full gallons of the stuff, and the problem was where to throw the spoiled kraut on a warm autumn day, when its aroma would pollute the whole garden atmosphere.

At that moment I chanced to sight Mr. Lancaster's hired man, so asked him if the cow might like to eat the overly salted cabbage. Everyone knows that cows love salt and they are also fond of cabbage. Here was a blended combination of the two, bubbling away in a wooden keg. The hired man had a look at it, a small taste that made him grimace, then he nodded his head and consented to the proposal that the cow in his charge be given our spoiled kraut.

LANCASTER'S cow almost popped her eyes, when a washtub full of the yellowish goo was placed in front of her eagerly wrinkling snout. She lost no time gulping down generous globs of the shredded cabbage, using her tongue to lick up every last shred of it and drinking all the bubbly moisture in the bottom of the tub. You realize, of course, that the process of making sauerkraut is similar to the system used by wine-makers? Kraut is really fermented cabbage.

So it wasn't too surprising that five gallons of fermented kraut set Lancaster's cow on her proverbial ear. She demonstrated this by undulating down that lane like a ballet dancer with stomach ulcers. She made a great to-do about shying at a late flowering dandelion, snorting with imagined fright and circling around that pretty



*It's easy to install a septic tank disposal bed*  
with genuine  
**NO-CO-RODE**  
PERFORATED PIPE



For permanent, trouble-free septic tank disposal beds, use No-Co-Rode Perforated Pipe. The long, lightweight lengths are quickly and easily installed... with snap-on couplings that prevent soil from entering at the joints and keep the pipe in alignment regardless of soil movement or frost action. The perforations in the underside of the pipe give even distribution and increase the capacity and efficiency of the system.

For the house-to-septic tank and septic tank-to-disposal field connections, use easily-laid, water-tight No-Co-Rode Root-Proof Pipe.

Approved and recommended by Health Departments.  
Distributed by:  
Alexander MURRAY & Company Limited  
CRANE Limited

See your local distributor or mail this coupon for free booklet, "How to Install a Septic Tank Disposal Bed".

**NO-CO-RODE COMPANY LIMITED**  
P.O. Box 789  
CORNWALL, ONTARIO

CG 57-7

NAME.....  
ADDRESS.....  
TOWN.....PROV.....



**NOW IS THE TIME TO BUY...**

# FORD TRACTOR

**MORE HORSEPOWER...**

**MORE CONVENIENCE...**

**FOR LESS MONEY!**







## How to make fields easier to farm

Modern machinery works best in fields that are large, smooth and well drained. And you often save 20% or more time by squaring and enlarging small fields of irregular shape.

These are two of the many reasons why Canadian farmers own CAT\* Diesel Tractors, or rely on conservation contractors who own Cat-built equipment. The powerful tractors fill in gullies and construct smooth, protected waterways. They drain low spots that bog down equipment. They remove trees and other obstructions to make regular, easy-to-farm fields, and conserve soil and water.

Caterpillar Diesel Tractors are shown in the illustration closing up a deep gully on a farm near Bruxelles, Manitoba. Here, the equipment is owned by James Jackson Construction Co., Ltd., of Winnipeg, Manitoba.

This particular gully was 1500' long and 20' deep. It was smoothed over, and seeded down to a brome grass, fescue, alfalfa, alsike mixture. Once a good grassed waterway is established, it will carry the heavy spring runoff without serious erosion.

It will pay you to talk over your farming plans with your Province's Soils Specialist or Department of Agriculture representative. He can help you determine the best measures of soil conservation.

Then stop by your Caterpillar Dealer for complete information on the machines that can improve your farm — and can handle your heavy farming operations with maximum efficiency and economy. He will gladly demonstrate how Caterpillar Diesel Tractors can earn and save you more money.

# CATERPILLAR\*

\*Caterpillar and Cat are Registered Trademarks of Caterpillar Tractor Co.
Caterpillar Tractor Co., Peoria, Illinois, U.S.A. • Caterpillar Americas Co., Peoria, Illinois, U.S.A. • Caterpillar Overseas C.A., Caracas, Venezuela • Caterpillar of Australia Pty. Ltd., Melbourne • Caterpillar Brasil S.A., São Paulo • Caterpillar Tractor Co. Ltd., Glasgow, Scotland • Caterpillar of Canada Ltd., Toronto, Ontario

weed with elaborate precaution. Then she started to hiccup. We could hear those hiccups originating somewhere far back in her long body, rumbling all through her various stomachs and gathering strength as they proceeded forward, finally emerging from her blubbery muzzle as monster belches. Her breath, at that moment, would have knocked down a seasoned abattoir worker at ten paces. And when she finally stopped burping and started to moo, Lancaster's cow let her vocals range all the way up and down two full octaves of uninhibited bovine melody.

The jag had passed the singing stage when the hired man called "Co-boss" at milking time. She was then in a morose mood as she tried to chew her cud over again for the third or fourth time to extract all the salty goodness of the spoiled kraut. So she ignored the hired man's summons and stared pensively at the erstwhile offending dandelion and apparently thought long and solemn thoughts about bulls, cows, and calves she used to know.

The hired man had to come and boost her upright, then guide her wayward feet toward the barn. She had a difficult time getting herself through the wide doorway, for it seemed much too narrow for her lurching progress right then. Once in-

The year was in its yellowing time,  
and the face of Nature a study in  
old gold.—Kenneth Grahame.

side, she turned cranky. She kicked the stall wall, sent the milking stool flying, kicked over the milk pail and finally tried to kick the hired man, too. Then she hunched over her steaming bran mash and large blobs of cabbage-salted water streamed from her eyes as she became emotional about the whole sorry day.

Next morning she had a cow-sized hangover and refused to budge from the barn, while her milk bore no resemblance to any Grade A fluid in existence for three long days. But the episode had a happy ending and perhaps a moral: Lancaster's cow never touched another drop of sauerkraut from then on. V

## The Lag In Farming

*Continued from page 9*

substantially the same until 1941. By 1951, however, it had reached 230.

Later, though farm prices dropped after 1951, farm costs continued to rise and the last index stands at 257 at the present time.

Thus, farmers could adjust more rapidly to new conditions in the earlier post-war years, because the price relationship was better. Since 1952, the speed of adjustment has been automatically slowed up by lower farm prices, and farmers are not now adjusting at a rate which would keep them in step with non-farm industries.

Agricultural output increased substantially during the post-war period, in consequence not only of the adjustments made within the industry, but of favorable weather. Again using 1935-39 as 100, the physical volume

of agricultural production rose from 95 in 1931, to 165 now, and reached a peak of 166 in 1952.

Net farm income, however, tells a somewhat different story: from \$96 million in 1931 it reached a peak of \$2.72 billion in 1951 and dropped to \$1.6 billion in 1956. The latter figure means about \$2,000 per farm worker, or about half the amount received by non-farm workers, a ratio which has existed, it should be noted, for the last 15 years.

**N**ATIONALLY, farm net income makes up about 7 per cent of net national income,—the same proportion that existed in 1931. It reached 13.6 per cent during the four of the post-war years, but has fluctuated between 7 and 13.6 per cent the remainder of the time.

During the last 30 years the growth of net farm income was equal to, or greater than, national net income in only two periods, which included about five years in the mid-twenties, and the 1946-51 period. These were periods when there was a strong demand at home and abroad for products of the farm; and moreover, supply was in line with demand. The less favorable position of agriculture in other years was largely induced by a weakening of foreign demand for Canadian farm products.

This suggests that agriculture possesses the ability to adjust to increased demand, but is unable to adjust downward readily when demand declines.

A disproportionate decline in net farm income is the result. This helps to explain why agriculture is now not sharing fully in the general prosperity of the country. It also helps to explain why freer spending of consumers for meats, dairy products, fruit, and other farm products, as a result of higher wages and full employment, is more than offset in its effect on net income by the increased cost of the goods and services farmers must purchase.

**A**LL of these considerations raise a question as to whether agriculture can, by itself, produce a net income satisfactory to farm people. Even during the best two periods of the last 30 years the income per farm worker, while not equal to that of the non-farm worker, was at least higher than the 50 per cent which is typical for most of the period.

During these two periods there was either a total absence, or a minimum, of government price support for farm products, and a better balance between the supply of farm products and the demand for them. From these experiences we can conclude that

agriculture, if it adjusts properly to demand conditions, can by itself produce a favorable income relationship.

On the other hand, one must ask whether it is possible for farmers and the agricultural industry, as a whole, to make required adjustments rapidly on its own. Experience in Canada and elsewhere suggests that this is difficult, and that farmers require assistance of one kind or another from governments, to speed up adjustments in line with changing conditions. These adjustments are basically two in number, neither of which is simple or easy. They are: to reduce the cost of production per unit of product as much as possible; and to adjust the volume of production to the requirements of the market.

**S**EVERAL types of assistance have been suggested as aids to farmers in making adjustments. Among the most important of these are, perhaps, the following:

(1) An adequate and proper government-administered farm credit system; (2) government policies to encourage and hasten the elimination of the marginal farm; (3) the considered removal of productive resources—land, labor and certain types of capital—from farming (the soil bank idea); (4) a system of compensatory, or deficiency payments to farmers, to increase the farm share of the net national income; (5) expansion of educational work at all levels of the farm population, not only to enable farmers to adjust more readily to changes in farming, but to aid rural workers in moving to other occupations; (6) an expansion in research and extension, especially in connection with farm business management.

The Gordon Commission Report suggests that Canadians may expect a rise of about two-thirds in real income by 1980. This means that Canadian consumers will have that much more money to spend on goods and services. As time goes on, a larger proportion of this additional income will be spent on products of industry than on the products of the farm. Consequently, farmers may well witness a further decline in the agricultural share of the national income. This fact alone is relatively unimportant, unless it should mean a widening of the present discrepancy in income of the worker in agriculture, as compared with the worker in industry. In any event, the prospect emphasizes the need for action both by governments and by farmers themselves, to bring about the necessary adjustments in the industry. Governments must concern themselves with those programs involving market developments, education, farm credit, and other devices. Farmers should aim at regulating their production to provide products for which the demand is growing, and to guard against the piling up of surpluses. It may very well mean further adjustments in the number and size of farms, the use of capital, marketing arrangements, and farm management. There should be no mistake about the fact that such adjustments are essential, if Canadian farmers are to share fully in the growth and prosperity that is in store for Canada in the foreseeable future.

(Note: Dr. Sol Sinclair is head of the Department of Agricultural Economics at the University of Manitoba, Winnipeg.—ed.)



"Somehow this hunting trip isn't turning out as I planned."



# WOODCUTTING can be Easy...

with the dependable

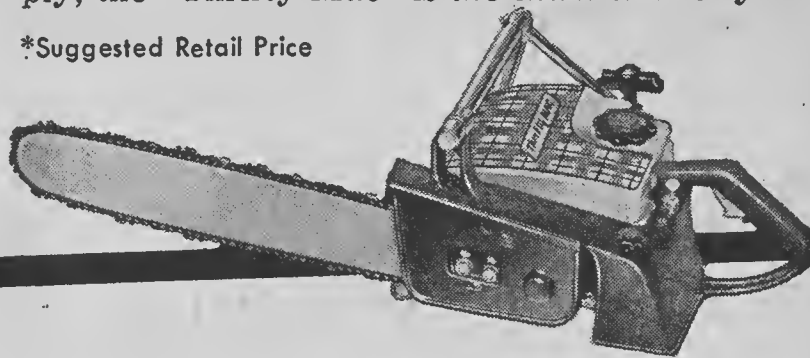
## "THRIFTY MAC"

THE

## FARMER'S CHAIN SAW!

McCulloch "Thrifty Mac" takes the hard work out of any wood cutting. Whether you regard your timber as a cash crop or merely as a firewood supply, the "Thrifty Mac" is the chain saw for you!

\*Suggested Retail Price



Here are some of the features that prove the toughness and speed of the McCulloch "Thrifty Mac"—and which combine to make it the natural choice for farmers all over Canada:

- High pressure die cast magnesium alloy castings used throughout.
- Equipped with the exclusive McCulloch "pintail chain" for long life.
- Felt fuel pick-up system ensures clean, constant flow of gasoline, prevents clogged carburetor and fuel pump.
- Cadmium plated nuts and bolts are rustless and heat treated for maximum strength.
- It's fast—3,200 ft. per minute chain speed for quick, easy cutting action.



ALSO SEE McCULLOCH'S  
POWERFUL D-44—  
6 RUGGED HORSEPOWER!

Also makers of Scott-Atwater Outboard Motors  
Manufacturing plants in Toronto, Minneapolis, Los Angeles



MADE IN CANADA

## McCULLOCH CHAIN SAWS

GUARANTEED. OUTCUTS,  
OUTPRODUCES, OUTLASTS ALL OTHERS 57-5

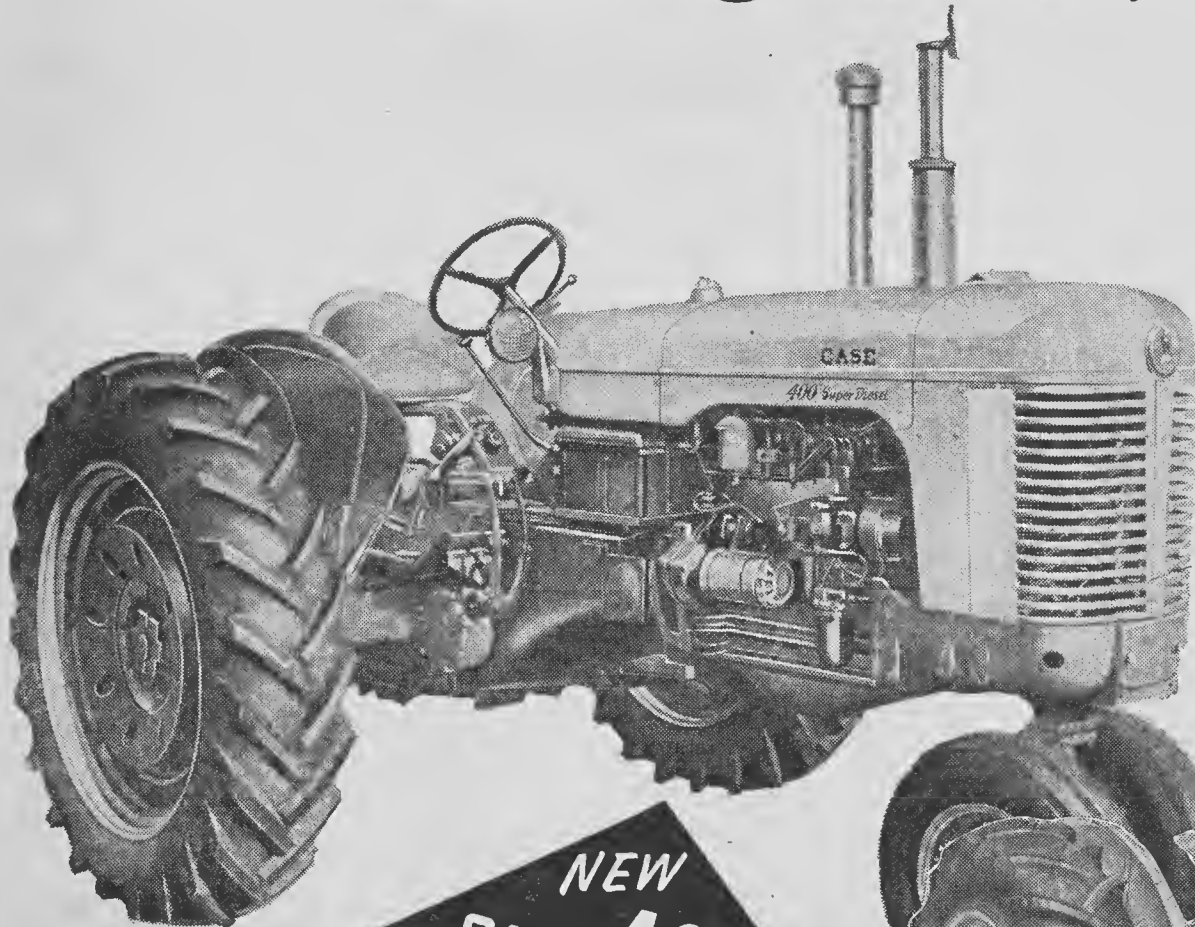


watch for your CASE Dealer's

# CASEORAMA Starlite Review

featuring the new, broader-than-ever

...starring new wheel and  
and utility

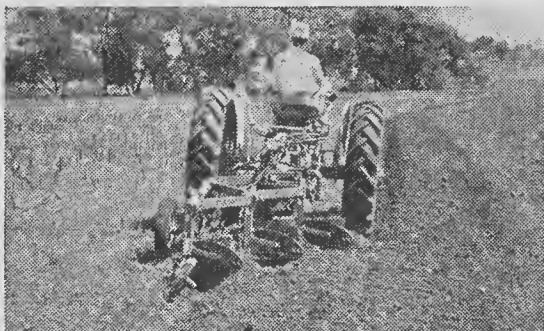


**New 4-plow Case Super 400** diesel has bigger engine for added horsepower, pressurized cooling, eight forward speeds, independent PTO. Also built with engines for gasoline, LP-gas and distillate.

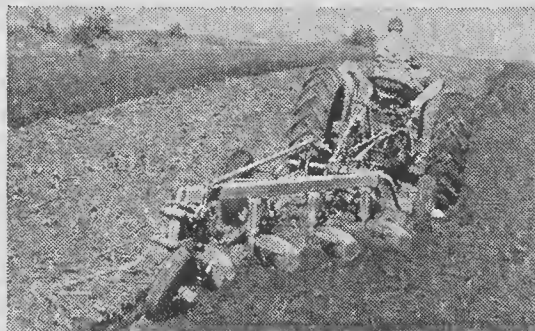
**This mighty new Case 350 Tractor** puts you in the driver's seat with full command over implements of 3-4 plow rating. Push them harder, faster than ever before! You have a mighty surge of horsepower at your fingertips from the big 164-inch, high-compression engine. The 12-speed Tripl-Range transmission with its overlapping gear speeds keeps engine power and ground travel speed perfectly balanced. There is constant-running PTO . . . selective hydraulic control . . . and high-clearance Snap-lock Eagle-Hitch completes the picture in making this the greatest of 3-4 plow tractors. Break through the 3-plow barrier . . . crowd toward full 4-plow capacity . . . test drive the New Case 350 Tractor now!



**three New CASE plows teamed with three New CASE tractors . . .**



**New Case M Series Plow, 3 bottoms**, shown with the new 350 Tractor. Two and 3-bottom, easily converted from one to the other. In 14 and 16-inch sizes. New flat beam and brace construction for added strength and trash clearance.



**New Case C Series Plow, 4 bottoms**, handled above by the New Super 400 diesel. Two, 3, 4 and 5-bottom in 12, 14 and 16-inch sizes. Superior depth control, added stability. Flat beam construction with gusset plate reinforcement. Positive control.



**New Case A Series Plow, 6 bottoms**, shown with the new powerful 600 tractor. Four and 5-bottom in 14 and 16-inch sizes. Quick, high level lift, choice of mechanical or hydraulic. Heat-treated beams. Anti-friction roller-bearing wheels.

# CASE<sup>®</sup> 12-MONTH LINE

**crawler tractors for every crop requirement on and off the farm**

AND the new, tractor-mounted Case loader-backhoe.

Watch for the Caseorama Starlight Review! You will be hearing about the big premiere showing of this latest in farm machines and equipment in your neighborhood soon. Be sure to see for yourself!



**New Case 310 Agricultural Crawler** has amazing traction and flotation for muck-land and peat-bog farming. Has high-clearance frame and high-traction drawbar. Available with hydraulic dozer blade and winch for a wide variety of farm and cash-money jobs. Engine develops 42 horsepower, more power per pound of tractor than any other crawler in its price range.

## **New Case Crop-Way Purchase Plan**

Put that new tractor or implement to work now and get the benefit of its extra earnings right away. Make payments when you have money coming in.

**New Case 310 Loader-Backhoe** digs trenches, ditches, basements. Loads dirt, gravel, etc. Levels lawns, back-fills trenches, stockpiles material. Has more reach, more capacity than you would expect in such a compact, low-cost outfit. Saves money on farm improvements, makes money on contract jobs.



# J. I. CASE

J. I. CASE CO. • RACINE, WIS.

**1st in Quality for Over 100 Years**

## MAIL for the BIG News . . .

Let us send you fully illustrated catalogs. Check here or add in margin any farm machines that may interest you. Address J. I. Case Co., Dept. CG-97, Racine, Wis.

- |  |   |
|--|---|
| <input type="checkbox"/> New 350 tractors    | <input type="checkbox"/> 310 loader-backhoe |
| <input type="checkbox"/> 3-plow 300 tractors | <input type="checkbox"/> 310 crawler        |
| <input type="checkbox"/> 4-plow 400 tractors | <input type="checkbox"/> New M plows        |
| <input type="checkbox"/> 6-plow 600 tractors | <input type="checkbox"/> New C plows        |
|  | <input type="checkbox"/> New A plows.       |

Name \_\_\_\_\_ Student \_\_\_\_\_

Address \_\_\_\_\_





## Will you be raking in \$10,000 ...15 years from now?

Think what it would mean to you and your family to rake in this kind of a harvest ten or fifteen years from now. And it's not too difficult, if you decide right now to set aside a few dollars regularly—and let Investors Syndicate do the rest.

For example about \$10 a week, in an Investors Syndicate plan, will bring you a guaranteed minimum return of \$10,000 in fifteen years. Imagine what a difference this extra \$10,000 could make to your future plans.

More than 100,000 Canadians are accumulating money the Investors way . . . for purchase of a new home or a business . . . for education of children . . . planned vacation . . . or for retirement. How about YOU?

There's a plan suited to your exact needs—that will help you attain your financial goal in six, ten, fifteen or twenty years time. It's a fact, systematic savings can grow into a real fortune. Talk it over now with an Investors representative—"your best friend financially."



**Investors**  
**syndicate**  
OF CANADA, LIMITED

HEAD OFFICE: WINNIPEG • OFFICES IN PRINCIPAL CITIES

SEAL OUT  
**ICY DRAFTS**  
WEATHERSTRIP WITH  
**STRIP-SEAL**  
NO TOOLS—NO TACKS  
JUST PRESS INTO CRACKS  
A TREMCO PRODUCT  
MADE IN CANADA

WEATHERSTRIP WITH STRIP SEAL—AT HDWRE. AND DEPT. STORES

## Mid-Year Situation & Outlook

*Continued from page 10*

Looking a little into the future it would seem that if the present volume of marketing of these products can be held at present levels (about 121 on the chart) we would reach full parity in about five years. This assumes no expansion of exports from present levels, and no increase in imports. If production should fall, parity would be reached sooner. If production increases, the period to reach full parity would be longer.

Looking at the chart once more it would appear that the rise in production was halted about a year ago, and that the correction needed to bring about improvement has started, since over-all production has been moving sideways for about a year.

### Beef Cattle

The indications are that the expansion phase of the cattle cycle is now over, after a rise of six years. Numbers of cattle on the farms of the United States have fallen slightly. Cattle numbers in Canada on June 1 showed an increase of about 3½ per cent over a year ago. Temporarily we have reached about full capacity at present price levels. Any shortage of forage, or pasture, over the next few years would cause some liquidation and lower prices: but, barring a serious drought, rising demand, with a stable cattle population, will likely increase cattle prices. After a year or so of rising prices, farmers will again tend to withhold cattle from the market for expansion purposes and a sharp rise could then be expected. This phase will likely take place about 3 or 4 years from now.

### Hogs

The number of hogs on farms in western Canada on June 1, this year, was up 6 per cent over that of a year ago. No change was reported for eastern Canada. For Canada as a whole the increase amounted to 3 per cent. About 3 per cent more total pigs were saved in the spring of this year. These data suggest that prices for hogs this fall will continue at satisfactory levels.

Expected farrowings this fall, compared with the fall of 1956, are 33 per cent higher for western Canada and 21 per cent higher for eastern Canada. This suggests that hog prices for the first half of 1958 will likely fall below the levels of the first half of 1957.

Reports from the United States indicate producers plan an increase of only 2 per cent in fall farrowings this year.

Poultry and turkey meat production in the United States is at a high level and supplies will continue heavy with low prices for the balance of the year. This will be the second year of heavy turkey supplies in the United States, and it is anticipated that lower production and higher prices will prevail next year.

The poultry and turkey meat situation in Canada is one of heavy production for flock replacement, and suggests that egg production for the 1957-58 year will be lower than during the 1956-57 year.

### Dairy Products

Milk production for 1957 is not likely to increase over the level of 1956 and may even be slightly lower. With an increase of 2.5 to 3 per cent in the demand for milk products this year, the over-all dairy situation is improving, and, in fact, should be in a strong position by 1958.

Butter consumption has been exceeding production for about 18 months. If recent trends of production and consumption continue until May, 1958, stocks will be at very low levels next spring. Butter prices are now almost 2 cents over the floor of 58 cents a pound and will likely rise well over 62 cents by early next spring.

Cheese production has been increasing and stocks have also been increasing. But rising butter prices will likely bring about some shift from cheese to butter production, so that cheese prices should be steady, or higher, over the next 12 months. Stocks of manufactured milk products and dried milk are not excessive, and prices will remain strong over the next 12 months, unless depressed by lower-priced imports.

Since it will take at least a year for the presently improved prices for dairy products to cause a significant expansion in milk production, prices for dairy products should remain at present levels, or move a little higher over the next 18 months. However, pressure of imports might prevent prices from moving to higher levels.

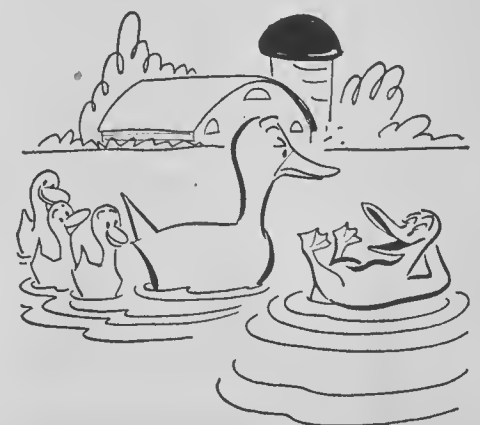
### Grain and Seeds

Generally speaking, production of most forage crop seeds will be below normal this year. Prices should be comparatively good.

An excessively heavy carryover of wheat continues to be the most depressing factor in the agricultural situation. The probability of an average, or under average, crop of western wheat this year will likely result in a moderate reduction in the record level of stocks, but it will take a few years of relatively small crops combined with some expansion in exports above the level of this year, to bring supplies down to a reasonable level.

Poor wheat crops are often accompanied by poor pasture and forage crops. Thus weather conditions which might cure the wheat surplus problem might very well bring another problem of insufficient hay and pasture for the record number of cattle on western farms.

(Note: Dr. E. C. Hope is economist for the Canadian Federation of Agriculture and prepared this outlook for the CFA semi-annual meeting.—ed.)



"But I like to float!"

*Inco Metals at Work in Canada*



# Inco Palladium

in billions of relay contacts  
for new long distance  
dialing

## INCO SCHOLARSHIPS Available For High School Graduates

To help capable and deserving high school and preparatory school graduates get a university education, Inco has established 100 four year scholarships in Canadian colleges and universities. Twenty-five scholarships will be awarded for the academic year 1957-1958 and twenty-five for each succeeding year so that all 100 scholarships will be in effect by September, 1960. For complete information, write for free brochure on THE INCO SCHOLARSHIP PROGRAMME.



Have you noticed how much faster your long distance telephone calls are going through these days? That's because operators can now dial the number you call in many cities directly through a new automatic long distance switching system.

In a few more years, after additional equipment has been installed, you will be able to dial from your own telephone directly to almost any city in North America.

Inco Palladium has helped make this remarkable development possible. Each time you place a long distance call, thousands of palladium contacts go to work to route the call to its destination. Some of these tiny contacts must operate more than a million times a year. All of them are built for a service life of one billion operations and are expected to last, on the average, about 40 years.

Much of the palladium used to make these billions of contacts is Inco Palladium from nickel ore, mined by Inco workmen right here in Canada. Palladium is one of 14 different elements produced by Inco from the Sudbury ores.

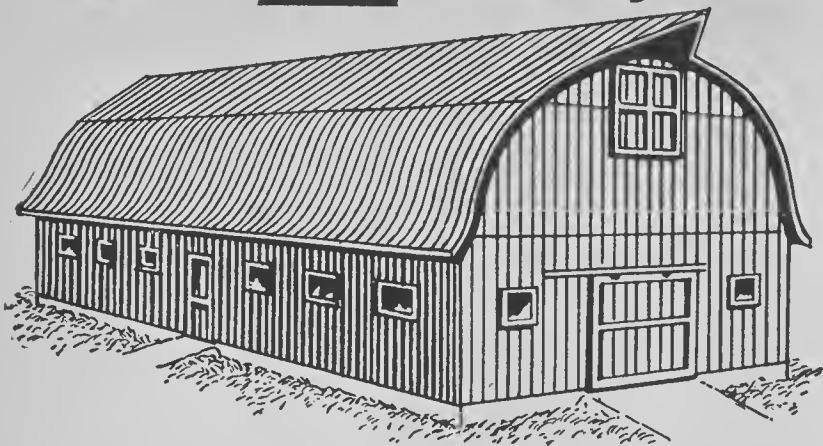
In the communications field and other important Canadian industries manufacturing chemical, electrical, dental and medical products, and jewellery, Inco Palladium is used and contributes to the growth and development of Canada's economy.

**THE INTERNATIONAL NICKEL COMPANY OF CANADA, LIMITED**  
55 YONGE STREET, TORONTO

*Producer of Inco Nickel, Nickel Alloys; ORC Brand Copper, Tellurium, Selenium, Platinum, Palladium and other Precious Metals; Cobalt and Iron Ore.*



# There's REAL Security with



## WESTEEL "SECURITY" RIBBED GALVANIZED or ALUMINUM Roofing & Siding

Protect your stored crops and livestock from roging blizzards, driving rain and rooring wind with Westeel "Security" Ribbed roofing and siding. Here ore some of the features that have made this roofing and siding the favorite of Canadian farmers from coast to coast:—

- "Security" sidelap prevents seepage.
- Properly applied, roof is stormproof—protects framework from rot.
- Easy-to-handle lengths.
- Requires no special skill to erect—saves time and labour.
- Backed by more than a century of roofing experience.

See your local dealer or mail this coupon today for a FREE estimate on your roofing needs.

MAIL  
THIS  
TODAY!

Name.....

Address.....

Please send me free illustrated folder and sample.

Send free estimate on Galvanized ☐ Aluminum ☐

Ridge length is.....Rofter length is.....

### WESTEEL Products Limited

CG WINNIPEG • REGINA • SASKATOON • CALGARY  
EDMONTON • VANCOUVER • TORONTO • MONTREAL

An all-Canadian, Canada-wide organization

Put your Farm earnings  
to work for you...

**5%** on  
**Canada  
Permanent  
Debentures**

for terms of 1 to 5 years

Your money EARNs money, grows FASTER, when you invest in Canada Permanent Debentures. High rate of interest, good security, easy to purchase—backed by the company that has served Canadian farmers for over 100 years.

SEND COUPON to your nearest Canada Permanent office for full particulars.

## CANADA PERMANENT MORTGAGE CORPORATION

Head Office: 320 Bay Street, Toronto 1

TORONTO - MONTREAL - SAINT JOHN - HALIFAX - PORT HOPE  
HAMILTON - BRANTFORD - WOODSTOCK - WINNIPEG - REGINA  
EDMONTON - VANCOUVER - VICTORIA

Capital and Reserve \$14,500,000

Canada Permanent Mortgage Corporation:  
Please send me further information  
on Canada Permanent Debentures.

• MAIL NOW TO  
NEAREST BRANCH

NAME.....

ADDRESS.....

CG-57-8

## Ready-to-Lay Pullets

Continued from page 12

Then new bred-to-lay hens (such as in-bred crosses, and strain crosses) began to replace the old standard-bred or cross-bred birds in the nation's laying flocks, because they give greater production, improved conversion of feed, and a better tolerance of close confinement and crowding. It looked, to some, as if the time was ripe for further specialization.

Mr. Glad Ridler, a feed manufacturer at Newmarket, was one who saw it that way and determined to develop a started pullet business.

He took advantage of the enormous specialization in broiler growing which has squeezed all but the most efficient growers out of business, and left many of them with empty broiler houses on their hands. Those buildings looked made-to-order for raising pullets, and many owners welcomed the chance to put them back into use again.

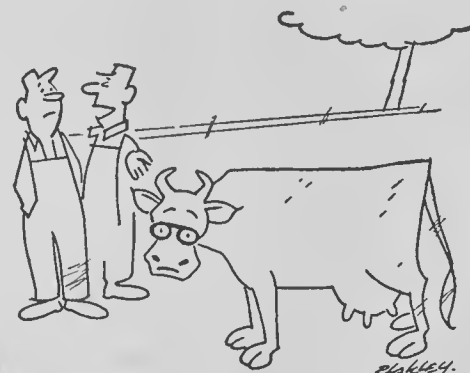
An agreement was reached with some of them to raise pullets, under close supervision, for this new business.

Ridler buys the chicks from various hatcheries and puts them in the buildings. Mechanical equipment to feed and water them may be supplied by Ridler, or by the owner of the building. Feed is provided by Ridler; and his supervisor, Don Brown, maintains close control over the way the birds are handled. Growers are paid for the number of birds they raise and are given a bonus for low mortality and high feed conversion.

MR. RIDLER says that close supervision is essential. The birds must be sold on a pre-culled basis, and those not good enough to go into the laying pens and give high production for 12 to 18 months are worth very little if they must be slaughtered for meat.

This necessitates the vaccination of every chick for Newcastle disease and bronchitis, in the first few days of life. It is fed a restricted diet with low energy and protein levels, to retard egg production and bring on 10 per cent egg production at 22 to 24 weeks. The growing chicks are regularly fed a coccidiostat, debeaked at 15 to 16 weeks, and buyers are advised, when taking delivery of these started pullets, to use antibiotics for the first three days they are in the laying pens.

The way Glad Ridler sees it, with the mass-production of started pullets now a fact, it is not economical for many poultrymen to equip themselves



"We're expecting a lot from that one—we got her from the agricultural college."

to grow out a few hundred, or a thousand, chicks. Once they are equipped for egg production, they must keep that plant working; they can't afford to have it idle while they raise their own replacements. Nor is it desirable today to have two generations of birds on the premises at once. When one flock is finished, the pens should be cleaned out, thoroughly disinfected, and a new flock introduced.

Prices vary, of course, for different ages and strains, but one price list at the time of writing offered birds for sale at 12, 16, or 20 weeks of age. Twenty-week-old stock of one popular in-cross was listed at \$2.15 per bird in lots of over 100; \$2.05 per bird in lots numbering 1,000 to 3,000; then \$2.00 on orders up to 7,000; and \$1.95 for lots of more than that.

## Truck Gardener With Initiative

Continued from page 12

south, last year when random samples of potatoes from all over Ontario were shipped to Toronto and judged for quality, those from the north were



[Guide photo

A home-made drum washes vegetables. Young Herbert Doran is showing how.

among the best. There may be substance to the claim after all.

Even with this labor efficiency, Mr. Doran sees the cost-price squeeze on farming as one of the most serious problems today. While Bradford Marsh north of Toronto used to provide his greatest competition, now it comes from U.S.-grown vegetables. Growers there, he says, cash in on high prices in their own market for early-grown produce, and can sacrifice the latter part of their crop at lower prices just when Canadian-grown produce is coming to market. That prevents Canadian growers realizing any of the early-season price premiums.

Mr. Doran cleared the entire 100 acres himself, starting back in 1941 by digging 100 feet of drainage ditches by hand per day. Now, he has a power shovel of his own as well as a bulldozer for clearing land. Like many farmers right across Canada, his present concern is that good wages and easier work are proving to be tempting to his family. Son Don is now apprenticing as a mechanic in town.

# What Are Bull Snakes Really Like?

by PEARL GUEST

THE adventure of which I write took place in the Saskatchewan Museum of Natural History at Regina. I had been observing live specimens. While my attention had been focused on kangaroo rats and a painted turtle, a tiny pocket mouse had taken the opportunity to empty seeds from his cheek-pockets into the palm of my hand. I clucked disapproval at the mess and handed the mouse back to the custodian.

Then, at the custodian's invitation, "Would you like to meet Cedric?" I turned to see him move across the desk toward me. The thought came to mind that one could hardly imagine a greater contrast than between the thick, ponderous turtle and the slender, graceful bull snake. Slowly I extended my hand and waited. He came cautiously forward, flicking a black forked tongue—a specialized organ with nerve-supplied tips which are flicked continuously in order to gather smells and vibrations of sound. The tips are touched lightly to objects and also waved in the air to collect minute particles. Such contacts are carried back to the sense organs in the roof cavities of his mouth. This is the manner in which a snake is informed as to what lies around him.

As Cedric investigated my fingers, I wondered if he knew that I was a stranger, or if he had the perception of some wild things to seemingly sense one's attitude toward Nature's children. Finally, he slid into my hand, curled around my wrist, glided up my arm, there to pause while he lifted his head to look into my face.

The iris of this serpent's eyes were yellow and the black pupils were large and round. Two flat plates, resembling overhanging brows, protected his eyes, and, because he had no eyelids, his eyeballs were covered with a plastic-like window. Cedric's small head was bluntly pointed and his rounded form marked him as a burrowing reptile. I knew that a snake's mouth is so constructed that the hinged jaws can spread apart. Furthermore, I knew that the jaws themselves really consist of four movable sections which can be moved independently of each other. These sections are joined by elastic-like ligaments which permit the mouth to be stretched to great widths. Even so, it seemed unbelievable that this snake could catch and devour such mammals as the gopher, rat and small rabbit. I am told that his prey is gradually swallowed whole, and that his small teeth are used only to keep a firmer grip on food. Extremely potent digestive fluids dissolve the consumed flesh and bone in a short time. Bones are not crushed as some believe. The victim is actually struck, seized and entwined so swiftly in constricting coils that it dies of fright and suffocation.

THE western prairies are the habitation of grain-destroying rodents. Were it not for natural predators, among them the hawks and bull snakes, farmers would be threatened

*The author visited a museum to find the answer. This interesting story is the result*

with heavy losses. Bull snakes are called the "farmers' friend" because of their ability to enter gopher holes and destroy whole families. Occasionally, they eat birds and eggs, but being excellent mousers, mice form their staple diet.

Bull snakes lay 10 to 20 eggs. It is just as well that their reproduction is abundant, because they themselves have many enemies. The unborn snake is provided with a tooth on its nose which enables it to break out of the eggshell, in the same way as a baby bird chips its way out of its shell.

Continuing on his exploratory way, Cedric trailed his sinuous length across my shoulders and down my other arm while I studied the accordion-like locomotion of his 42-inch body. As in the manner of youngsters everywhere, Cedric outgrows his coat.

Hence, at various stages of development, he simply divests himself of his tight covering by wriggling out of his old skin. He emerges clad in a bright and shining new vestment of glossy pale yellow, patterned with brown. During his last shedding, however, he had been quite ill and had required assistance in the peeling-off process. Helping hands removed the old skin with tweezers.

Observing him move along, I thought how wonderfully Nature had provided for this, her lowliest of creatures. The overlapping scales on his underside were laid crosswise. By

the **SAVAGE 99**

world-favorite  
lever action  
big game rifle

3 great models...  
5 great calibers

**.250-3000 SAVAGE**  
**.300 SAVAGE**  
**.243 WIN.**  
**.308 WIN.**  
**.358 WIN.**

**Model 99-F**  
**\$125.00**

**Savage**  
TRADE MARK  
SAVAGE • STEVENS • FOX FIREARMS

**THE FAMOUS FEATHERWEIGHT 99-F:** lightest big game rifle made—weighs only about 6½ pounds. Speedy, accurate and extremely light to carry, the 99-F is perfect for hunting on foot in any kind of terrain... ideal for saddle use, too. Has a 22" tapered barrel for fast handling and sighting... medium-high fluted comb stock for 'scope or iron sights... streamlined... with checkered pistol grip and fore-end... six shots. \$125.00.

**MODEL 99-EG:** the all-time favorite Savage lever action big game rifle. Distinctive schnabel fore-end. 24" barrel. \$121.00.

**MODEL 99-R:** semi-beavertail fore-end and longer high comb stock designed especially for 'scope sight. 24" barrel. \$125.00.

There are Savage, Stevens and Fox shotguns and rifles for every shooter and every kind of shooting. Write for free rifle or shotgun catalog. Savage Arms Corporation, Chicopee Falls 54, Mass.

ALL PRICES SUBJECT TO CHANGE • SHOWN ARE SUGGESTED RETAIL PRICES





## ARE YOU SURE YOUR FARM IS MAKING MONEY?

The only way you can be *sure* your farm is making money is by keeping adequate records. A well-managed set of books will keep track of income and expenditure, inventory and depreciation. They will show you the results of each individual farm operation — whether it pays, and how much it pays.

More and more farmers are finding it good farm practice to get expert advice on keeping records through their Provincial Department of Agriculture. Another good practice is personal income management. Open a current account with The Canadian Bank of Commerce. You'll find it a great help in keeping expense records, because when you pay all your bills by cheque your monthly statement and cancelled cheques give you a clear picture of where your money goes. Start a savings account, too, and add to it regularly. Our nearest branch will be glad to help you. Call in soon.

## THE CANADIAN BANK OF COMMERCE

765 BRANCHES ACROSS CANADA READY TO SERVE YOU

FN-297



means of muscular sections, the free outer edges of the scales were pressed against my arm, and thus that portion of his anatomy was inched forward. Then he brought the next section of muscles into action to repeat the process. In this way his whole body moved forward with undulating grace. And I remembered that King Solomon marveled at the "way of a serpent on a rock."

**B**ULL snakes are inquisitive. Cedric once climbed to the top of a nine-foot cupboard. Another time he was caught wandering down the corridor between the exhibit cases. Now, he wished to see what was below the desk. By coiling his tail around my wrist, he lowered himself over the side. Next, tensing his muscles and moving backwards, he headed under the arm of the chair to curl himself around my waist and rest his head on my lap. There he lay, perfectly still, with even his velvet tongue at rest, while I lightly stroked his head and back with my fingertips. How long he would have remained thus, I do not know because, at the end of half an hour, when it was time to leave, he was still contented.

This particular bull snake had been captured in the Big Muddy district in the southern area of Saskatchewan. Though they are harmless reptiles,



The bull snake, sometimes called "the farmers' friend," eats mice, gophers.

they must, for their own protection and survival, put on a bluff of ferocity. However, after a few days in captivity, Cedric became quite docile, and his favorite retreat is inside a buffalo skull where he can rest undisturbed. After feeding, he likes to lie in a state of torpor while digesting his food. I have learned much in studying Cedric, and I can now regard with understanding and high favor this economically beneficial denizen of the prairies. v

## Matador Still Going Strong

Continued from page 13

is paid by the hour. Instead, after expenses have been deducted, taxes paid, sinking fund nourished, the remainder is divided equally.

Some years pay very good dividends, as every farmer knows. In 1948, for instance, the men each received \$28 a day for the 7-month period. In 1949, by way of contrast, a summer of hail and high water, returns dropped to 20 cents a day. Usually it's between the two.

**A**LL operations on the farm are decided by the various committees, namely: Building, Field, Livestock and Poultry, and Office, Recreation and Publicity.

The Livestock and Poultry Committee, as an example, has five members, all of them trained, or at least keenly interested, in the subject. They decide whether to go in for turkeys or pigs, whether to invest in another automatic milking machine, or a new bull. They elect the "chore boys" for the season.

Lorne Dietrick, long-time co-operator who is completely sold on the idea, was in charge of the chores at the time of our visit. His assistant was Glen Davis, a more recent arrival. They were building houses for turkeys out on fresh range.

"We've got lots of land, so we never run them on the same range twice," Dietrick explained. "Next year's turkeys will be in a different place, and we'll grass this section. We've got 300 this year — lots of Christmas dinners there."

During the heavy spring and fall work, Glen Davis works with the other men. Dietrick hires some of the older boys of the settlement on a

straight cash basis, to help with the chores.

More impressive was the large hog enterprise, and on this the "chore boys" were quite enthusiastic.

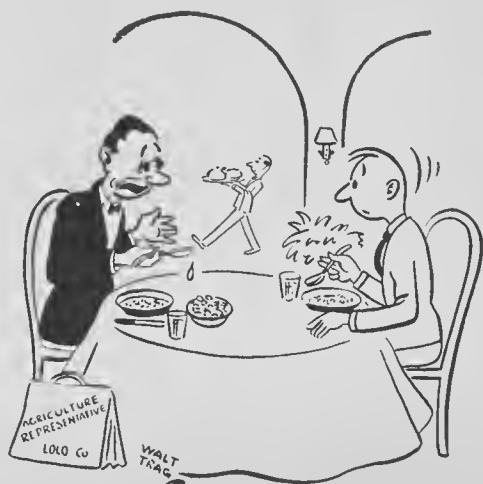
"Our hog enterprise of 1954-55 was very successful. After the costs were taken off, the profit amounted to \$1.50 an hour. It was partly luck — there were big litters, few losses, and the market was just right when the time came to sell the hogs.

Matador, like many a western farm, is turning to cash crops including durum wheat.

"We can grow rape here, because the land is new and clear of mustard weeds. The mustard hasn't reached us yet, and even one per cent can spoil the crop, you know. We probably control the weeds better here, because of our isolation. Then, too, we have better seed-cleaning machinery than the average farmer can afford."

**I**N the beginning, the co-operators each pooled their \$2,000 VLA grant, and their land leases. Assets have increased to over a quarter-million dollars.

Today, their machinery alone tallies \$90,000, and includes 4 caterpillars, 8



"Definitely a phosphate deficiency."

# Modern FORD STYLESIDES

## set a NEW

## NO-EXTRA-COST STANDARD

## of TRUCK VALUE!



F-100 STYLESIDES

SIX  
or  
V-8...

## FORD TRUCKS

## cost less

LESS TO OWN... LESS TO RUN...  
LAST LONGER TOO!

**MODERN STYLESIDE BODIES**, standard at no-extra-cost, are available in both 6½- and 8-ft. body lengths. The big Styleside Pickup bodies extend to the full width of the cabs . . . give up to 70-cu.ft. capacity. This new design makes side loading easier.

Or you can choose from Ford's traditional Flareside Pickups with 6½- or 8-ft. bodies, or the ultra-modern Ranchero, combining passenger car styling with truck-load capacity.

**MODERN TRUCK POWER!** Ford offers 5 Pickups, including Ranchero, with advanced short-stroke engines. Pickups are powered with 139 Hp. Six or the 171 Hp. V-8; Ranchero offers choice of 144 Hp. Six or 190 Hp. V-8. Without a doubt they are the most modern engines in any truck.

**MODERN COMFORT, STRENGTH AND RIDE.** Ford cabs offer modern cowl-top ventilation, easy-entry inboard cab-step and passenger-car comfort. New stronger frames, new sturdier axles and new rear springs increase chassis durability. Ford's new longer and wider front springs provide an improved truck ride.

**GET MODERN TRUCK VALUES . . . "standard" in every Ford Truck.**

(Certain features illustrated or mentioned are "Standard" on some models optional at extra cost on others.)



## SEE YOUR FORD-MONARCH DEALER!



**We've been talking  
to farmers  
coast to coast,  
and here's what you  
tell us you want:**

## **lubrication advice**



**...we're always at your  
service with Imperial's  
many years of experience  
in farm machinery  
lubrication**

Your Imperial Esso Agent can give you lubrication advice and recommend products designed to meet the requirements of *your* equipment. For longer engine life and farm machinery protection, we Imperial Esso Agents can bring you in one convenient delivery, Esso Tractor Fuels, Marvelube Motor and Gear Oils, Esso M.P. Grease.

For *all* your farm lubrication needs—call us today.



**ALWAYS LOOK TO IMPERIAL  
FOR THE BEST**

diskers for seeding, 4 tractors, 6 combines, 2 sets of harrows, 3 swathers, 6 trucks and 2 jeeps. That's an impressive lot of machinery, even in a province where farms are growing larger and more mechanized every year.

The 17 houses form a fringe on a circular road. All have lawns and shrubs in front, and kitchen gardens at back. All have garages. Bill Bailey's new house was going up, built by Bailey himself and the Matador carpentry crew.

Bailey, like every other co-operator, decided upon his own house plan, according to his and his wife's wishes. Like all the others, it has a floor plan of 900 square feet, but within that limit, it could be of any design. Any co-operator who wants, say, picture windows, can pay the extra cost out of his own pocket.

But the house still belongs to the co-operative. The co-operator's family live there, not paying rent but depreciation, annual rates ranging from \$90 to \$150 depending on age. Some home-builders like modern layouts with the kitchen facing out over the community oval and the road. Others prefer the kitchen facing the rear garden. No two houses are identical, except in amount of floor space. Older houses were built less skilfully and less elaborately, which irks some of the housewives.

But all are equipped with electricity, with refrigerators and other modern appliances. Since most of the wives are farm girls, they appreciate these household helps more than a city girl who might take them for granted.

EVERY member of the co-operative realizes that he is far ahead of where he would be materially, had he tried to "go it himself." He has machinery of all descriptions, suited to every purpose, and someone to handle the bookkeeping and farm chores. He gets a day off every week, a week off every year, and 3 to 4 weeks every few years to take a trip.

The one cloud lowering on Matador's horizon is the lease business.

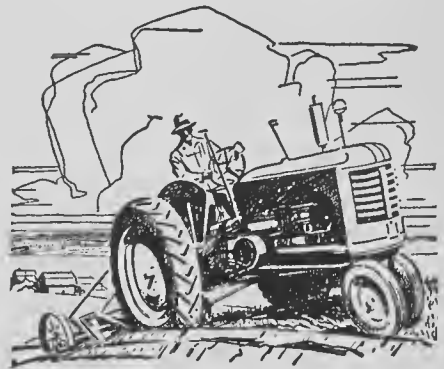
Originally, the co-operators were each granted a lease of three-quarters of a section on an individual basis, since there was no other way of doing it. After ten years, the lessee could take up his option. Suppose one takes his option, paying approximately \$15,000 to the co-operative? He could become a private farmer in the middle of the co-op.

A better solution would be for every member to purchase his option, then pool it under a blanket lease. This was suggested a couple of years ago. While many favored the plan, others feared it might mean irrevocable loss. The idea was dropped.

Not all the co-operators are as strong in the faith as some. Decision on what to do has been stalled off for a time, but will eventually have to be faced head-on.

There are outsiders who would enjoy seeing the co-operative break apart, who would use its failure as a political weapon. But Matador is a gallant attempt, and has abundantly proved itself from an economic standpoint. At present, it seems as though detractors will have to wait a long time to say, "I told you so!"

## **NEW TILLAGE MACHINERY can be yours**



With the help of a Farm Improvement Loan from Imperial Bank, you can get the tillage machines you need to run your farm efficiently. See your Imperial Bank manager to-day!

**IMPERIAL**  
*the BANK that service built*

69-6

### **MR. QUICK-FIX SAYS...**



"MEND IT WITH  
QUICK-FIX ...

The modern magical mender which sticks most anything to anything. No sewing ... Just put quick-fix on and IT STICKS."

Use this terrific waterproof adhesive mender to patch up such things as tents, awnings and canvas, bags, overalls, socks, etc. ... comes in handy collapsible tubes. Look for the BIG orange package. Useful in every home ... and it's economical, too STANDARD SIZE 35c, GIANT SIZE \$1 (Postpaid).



**FAIRVIEW CHEMICAL COMPANY LIMITED**  
1355 St. John Street Regina

## **FAST RELIEF FROM PAIN OF NEURALGIA**

When you suffer from pain of Neuralgia, Headache or Muscular aches you want relief and you want it fast ... That's Aspirin! A tablet starts disintegrating almost the instant you take it—starts to relieve that pain almost instantly!

**Always Ask For  
ASPIRIN**  
T.M. REG  
A PRODUCT OF BAYER

## FARM NOTES



C. H. Goulden and former Lacombe Experimental Farm superintendent, G. E. DeLong, turning the first sod for the new administration building at Lacombe.

Continued from page 6

Dr. Goulden discussed the progressive stages of development at the Lacombe farm during the past 50 years, explained the nature of the work carried on by farm research workers, and gave examples of how their findings affected the agricultural and general economy of the country. He stressed the point that without the assistance from experimental farms of the calibre of the one at Lacombe, farming in Canada would be at an ebb.

Dr. Stewart emphasized in his remarks that any planned program adds to knowledge. Because farmers have to be constantly searching for the kind of knowledge of value on their specific farms, and always finding out and learning, they, as well as the research workers, are adding to the store of known facts. He predicted that in the next 25 years the size of farms would continue to grow, investment in equipment and livestock would increase greatly, and that there would be a greater output and greater income per person in agriculture. ✓

## Farm Potential Of the Atlantic Provinces

INSUFFICIENT crops and livestock products are produced in the Atlantic Provinces to meet the needs of the people of the region. Potatoes, apples and blueberries are the only products grown in surplus. Wool, strawberries, eggs and ice cream are about in equilibrium with total consumption. Milk and butter are deficit, while poultry, meat, cheese, honey, concentrated milk and red meats are markedly deficit. These and many other facts have just been revealed in a detailed analysis of the production and marketing aspects of agriculture in the Atlantic Provinces.

The analysis was made at the request of the Atlantic Provinces Economic Council, and was conducted by economists, E. P. Reid and J. M. Fitzpatrick of the Economics Division, Marketing Service, Canada Department of Agriculture. The following is a summary of some of the key points

### Lacombe Swine Ready for Distribution

AS a fitting culmination to the celebrations at Lacombe, it was announced that about 50 boars of the new Lacombe breed of swine would be offered for sale to the public this fall, and thereafter, as they become available. Details as to price and method of sale would be announced from Lacombe as soon as they could be worked out.

The announcement also indicated that the distribution of females and breeding stock groups, while somewhat more complicated, would begin in the spring of 1958.

The Lacombe is the first breed of swine to be developed in Canada. Named after the experimental farm at which it was bred, it is specifically intended for crossing with the Yorkshire. It was developed from a cross involving the Landrace, Chester White and Berkshire breeds, and has been field tested extensively during the past three years. ✓

made in considering the production possibilities and problems of the area:

- Soils respond well to good management, but require considerable applications of plant nutrients. Special precautions to prevent soil erosion are essential as the land is generally undulating.
- Climate places some crops which require hot weather at a disadvantage, but gives cool weather crops a decided advantage.
- Soils and climate over most of the area are well adapted to the production of oats, barley (mixed grains), hay, pasture and root crops. Special areas are suitable to apples, potatoes and (low bush) blueberry production.
- Special soil areas, such as the marshlands, the alluvial soils in the St. John Valley and possibly a



### How to tell

You cannot go by appearances alone when buying Landrace swine for pure-breeding or cross-breeding purposes. Very much depends on the animal's life history and that of its parents and litter mates. Knowing this, Davern Farms are aware they have a trust which can only be maintained by adhering to the strictest standards in breeding and selection. A Davern Boar or Gilt must be mature and have fulfilled every known requirement before it can be offered to the breeder. Our pedigree herd of Landrace swine is kept under the most modern conditions and constant supervision. Rejections are frequent and only the best survive our rigorous tests.

### DAVERN - THE FINEST IN LANDRACE

Registered Davern Landrace Boars and Gilt available for pure-breeding and upgrading herds.

Write for descriptive folder today.

### DAVERN FARMS LTD.

P. O. Box 386, Hamilton, Ontario  
Associated with F. W. Fearman Co. Ltd., Meat Packers



### with Delco-Remy extra-duty electrical equipment

#### Delco Remy Ventilated Tractor Generators

offer double electrical output to meet all farm tractor needs.

#### Delco-Remy Battery Ignition Units

for improved performance, greater fuel economy and a lifetime of low-cost, trouble-free service.

#### Delco-Remy Original Equipment Service Parts

maintain balanced performance in truck and tractor electrical systems under rugged conditions.

Available from your local UMS-AC dealer

### UNITED MOTORS SERVICE-AC DIVISION

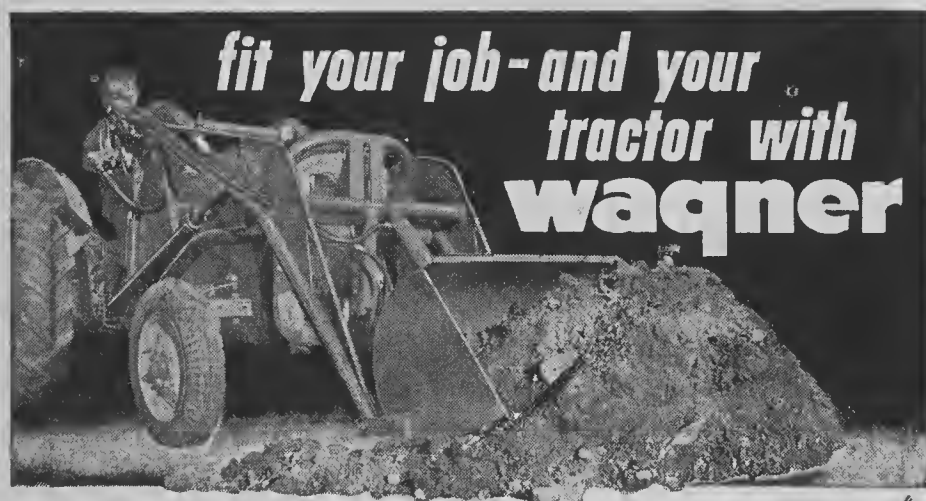
GENERAL MOTORS PRODUCTS OF CANADA, LIMITED, OSHAWA, ONT.



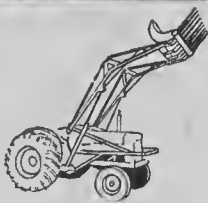


Any CNR ticket agent is at YOUR service to assist with your travel plans... whether for business or pleasure... to any part of the world... in Canada, the United States, Hawaii, West Indies or Europe. He will look after every detail in helping you plan your itinerary. TRAVEL IS OUR BUSINESS... so why not save time and effort and take advantage of the service we offer.

For help with your travel plans phone, write or call on your nearest Canadian National agent. He'll gladly assist with reservations and itinerary planning.



Discuss your job with your Wagner Dealer—he can supply the right loader to match both your tractor and your work. He won't try to sell you a light farm loader for work in a gravel pit or a more expensive industrial loader for manure loading, because Wagner, the world's largest manufacturer of tractor loaders, offers a choice of models for each popular make of tractor. Ask him about the range of Wagner attachments, too... material buckets, manure fork, snow and coal bucket, fork lift, crane lift and 2-way angle blade.



Write for free literature and name of nearest dealer.

**FALCON EQUIPMENT CO. LTD.,**  
299 Danforth Rd., Toronto 13, Ont.  
2875 St. Joseph St., Lachine, P.Q.

**ALLIED FARM EQUIPMENT LIMITED**  
Box 53,  
Winnipeg, Man.

**GRAINBELT FARM EQUIPMENT LTD.,**  
1348 Halifax Street,  
Regina, Sask.

Alberta & British Columbia:  
**NORTHWEST FARM EQUIPMENT LTD.,**  
Box 351, Calgary, Alta.

WE SPECIALIZE IN  
IDENTIFICATIONS  
for  
LIVESTOCK and POULTRY



Grooming Supplies  
Veterinarian Instruments  
Halters and Blankets  
Dairy Specialties

**Ketchum Mfg. Co. Ltd.**

Box 388CG, Westboro, Ottawa 3, Ont.

When Writing to Advertisers  
Please Mention The Guide.

### Free Book on Arthritis And Rheumatism

**HOW TO AVOID CRIPPLING DEFORMITIES**  
Explains why drugs and medicines give only temporary relief and fail to remove the causes; tells all about a proven specialized non-surgical, non-medical treatment which has proven successful since 1919. Write for this 36-page FREE BOOK today.  
Ball Clinic, Dept. 539, Excelsior Springs, Mo.

tract of agricultural land in north-western New Brunswick, are all that remain to be developed. Land not now occupied by farms is not suited to agriculture and should remain in forestry.

- Farms with milk cows require a marked expansion in the size of enterprise.
- Local beef market is very large and mainly unexploited. However, expansion of the beef industry would be more difficult than for dairying. The number of acres of improved land necessary for a one-man beef farm (30-50 cows) is much higher than for dairying (15-20 cows).
- Best prospects for expansion in livestock products lie in powdered milk for the Newfoundland market, and beef for the Maritime and Newfoundland markets.
- Forage output improvement, both as to quantity and quality, could be brought about through extended use of grass silage, heavier fertilization and liming, more frequent reseeding and further experimentation with better species, particu-

larly alfalfa, orchard and brome grass.

- Sheep production is handicapped by small size of flock, poor management, sheep parasites and the lack of definite breeding programs.
- Hogs and poultry have been beneficial as sources of supplementary income, and are helpful in expanding total output on a limited land basis. The numbers of both poultry and hogs on each individual farm however are small, and in poultry especially, the flock is well below a size which can compete with larger commercial flocks.
- Hogs and poultry should not be expanded beyond the total number required for Maritime consumption, because the area is not likely to compete in Central Canadian markets.
- Potatoes are well adapted to the area. Chief problem is with maintenance and standardization of quality to a degree sufficient to compete in markets outside the Maritimes.

## Planning Paid Dividends

Continued from page 11

Last year the farm *did* start to pay some return on all the labor that had gone into it. There was a good calf crop, and a good lamb crop. An old pig pasture, which had been waist-high in foxtail, produced a barley yield of almost 50 bushels to the acre. One ten-acre field that had always been too wet to crop, gave 10,000 bundles of oats—which was only the second crop it had produced in 35 years.

At the season's end, the Tait's had (1) filled in and seeded one-and-three-quarter miles of erosion gullies, (2) dug over two miles of drainage ditches to divert water from upland fields, (3) completed a 100-yard-wide dam on a major stream running through the property, (4) smoothed out some hummocky land on part of their farm which lies east of the Little Red Deer, (5) made or repaired one-quarter mile of sheep-proof fence, (6) seeded down land to permanent forage crops, and (7) gravelled the driveway in from the main road and built a turn-around. These achievements won them second place in the over-all Farm and Home Improvement contest, and a special trophy for the best improvement to the home grounds.

THE cropping program on the Tait farm has been limited to feed crops now. Rod intends to cut down on grain, and concentrate on forage. Soon he hopes to be able to get a forage harvester, and eventually go into silage, so he won't be bothered with the annual struggle of trying to hay in uncertain weather. About 530 acres are devoted to cropping and summer-fallow, and 150 acres are in bush and rough pasture. This feeds a milking herd of 8 Ayrshires, 75 to 80 head of commercial Angus beef cattle, and two sheep flocks (one Suffolk, and the other Hampshire) which total about 80 head. To date, the work has

been handled by Rod himself, with part-time help from a neighbor.

The main project this year involves the draining of a large muskeg swamp now included in the 150 acres of bush and rough pasture. It'll take a lot of work to drain and break this piece, but the reward will be 120 acres of rich, peat-bottom land which will add

Genius, that power which dazzles  
mortal eyes,  
Is oft but perseverance in disguise.  
—Henry Willard Austin.

greatly to the farm's productive capacity—sort of a "bank account" to draw on when the Tait's increase their livestock and step up their shift to grassland farming.

"It was the hay and feed potential of this farm that decided us to go in heavily for livestock," Rod explained. "A lot of the land may be run down now, but building up the soil is one of our 1957 objectives. We've a long way to go yet, but at least we know where we're going."

And that is one of the big rewards of the Farm and Home Improvement Plan, or any system of planned farming. By attaining a series of goals each year, a farmer can steadily build up his operation. Most important of all, he can see where he's going.



"They certainly don't seem to have much confidence in our marksmanship!"

# Mr. Chairman

by G. W. ROBERTSON

I WILL never know how, or why, you and I ever came to be intimate personal friends. Apart from the fact that we have been close neighbors since we homesteaded, there isn't a reason in the world. We came from different countries; we go to different churches, belong to different lodges, vote for different parties and seemingly grew up on different trees.

The meeting in the Community Hall two weeks ago was a perfect illustration of what I am trying to say. (Incidentally, we did work together as a building committee of two, when the hall was built a few years ago.) As we drove along together to that meeting, according to our well-established custom, we discussed the major question that was to come up. Quite normally, I was determined to do what I could to swing opinion one way, and you were going to line up the opposition. As usual, you were perfectly reasonable; and once again were going to face an issue well prepared, and conversant with the facts.

With all the resources I have at my command I tried, as I have tried so often before, to show you how the matter due for consideration should be handled. We arrived at the Community Hall about as well agreed as we generally are.

We were a little bit early—an old habit of yours. In all the years I have known you I could count all the times you have been late, on the fingers of one hand. At the time appointed for the meeting to start you were elected chairman. How often, and on how many issues, have you served as chairman in our community?

You called the meeting to order, the minutes of our last meeting were read, and the business for which the meeting had been called was defined. In a speech full of sound and fury, and which displayed little besides the speaker's ignorance, one man rose to state the proposition—roughly as I had sized it up—and to make a motion covering it. Another man who has little real interest in our district and no acquaintance with our problems rose to second the motion. As chairman, you indicated that a motion had been made and seconded, and you declared the meeting open for discussion.

As chairman you were unable to speak on the motion. As far as the subject of the motion is concerned you were the best informed man in that entire crowd. I knew what you were hoping someone would say. I raised my hand for recognition. You recognized me.

I have no power of persuasion in large crowds, but in my clumsy way I tried to restate some of the arguments you had established so clearly on our way to the meeting. These were conditions familiar in detail to you, but they were things about which the mover and seconder of the motion obviously knew nothing. Mind you, I was in agreement with the motion, but I felt that your point of view should have a spokesman.

Another party rose to speak to the motion, and in reply to some of the things I had said, became abusive.

There followed a series of speakers almost unanimously in favor of the motion. I couldn't help feeling something of your breadth of vision. Here were these men, in part, at least, lesser men than you turning to you as chairman, mentor and guide, to direct to a conclusion a matter with which you were not in agreement. The man with his eye on immediate personal gain was there to speak; the man with his own axe to grind; the small men. I was beginning to wonder if any of

the men who thought of the community as a whole could possibly see the matter as I did.

Once again I asked to be recognized. You recognized me, but in doing so you warned me that in view of the large meeting it would be my last opportunity to speak on this particular motion. Again I tried to make the points which were so clear in your mind and with which I was not in complete agreement, but which I felt should be presented.

Discussion wound up. In the meantime you had headed off the usual quota of red herrings, irrelevancies

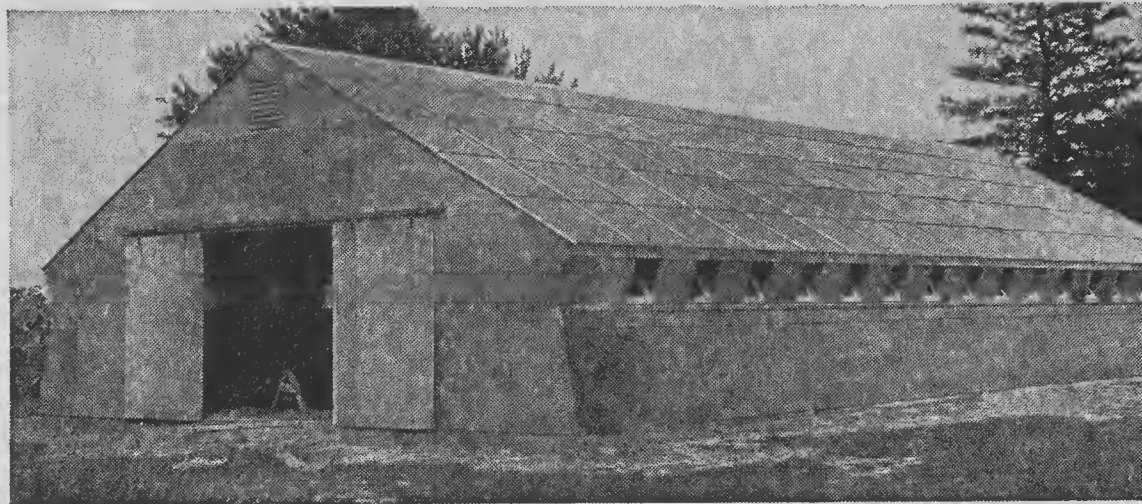
and stumbling blocks. One man who has difficulty with the language rose to speak. You helped him get his sentence together and made it mean what he wanted it to mean. I knew you were not in agreement with him.

The meeting called for the question. The vote was counted. The motion carried.

A few lesser items of business were cleared away and the meeting adjourned. Once again, as our custom is, we went home together. I have never been more proud of our friendship.

Mr. Chairman I salute you. V

## Here's more proof of Sylvaply economy, efficiency:



Farmer J. Cracknell of Cairo, Ontario, built this 32 ft. x 70 ft. Sylvaply poultry house in two days with six men. Cost including labor, material and 35 windows, was 95¢ per sq. ft. — just one example of the hundreds of farm uses for low cost Sylvaply sheathing grade Plywood.

## 1st choice of farmers for every type of repair and building

### sheathing grade **SYLVAPLY** plywood

**1st choice for economy** Build better, build faster, build more economically with Sylvaply sheathing grade Plywood — it costs less than with any other quality building material. No waste — there are 32 sq. ft. of usable material in every panel. Cross-laminated, permanently bonded with top-quality waterproof-glue, real wood Sylvaply does the job better, outlasts all "substitute" materials. No other farm building material can be used so many ways for so little cost!

**1st choice for performance** It's no wonder Sylvaply is used by farmers clear across Canada! They use this superior material for everything from rack-resistant portable buildings to cladding for machinery sheds, barns, poultry houses. And for floors, barn linings, building repairs of all kinds, wise farmers keep a number of panels on hand because there's always a use around the farm for versatile Sylvaply. And whatever you build with Sylvaply is built to last!

**1st choice for quality** Make sure the plywood you buy is branded SYLVAPLY on the edge of every panel. This brand name tells you that every panel is quality manufactured, every thickness is waterproof-glue bonded, every grade is quality inspected in the plants of Canada's largest, best known plywood manufacturers. Insist on SYLVAPLY brand when you buy plywood — Sylvaply quality costs you no more.

#### just off the press - free for farmers:

Get authoritative information on many ways that Sylvaply Plywood can save money, time, work around the farm. Also, get plans for low-cost farm buildings. Available at your lumber dealer, or write Farm Service Dept., MacMillan & Bloedel Ltd., Box 335, Vancouver, B.C.

**SYLVAPLY** | WATERPROOF GLUE  
**PLYWOOD**

MacMILLAN & BLOEDEL SALES — serving SYLVAPLY dealers from coast to coast

VANCOUVER CALGARY EDMONTON WINNIPEG LONDON WINDSOR TORONTO OTTAWA MONTREAL QUEBEC

Use low-cost Sylvaply sheathing grade Plywood for farm buildings and projects like these:

pole frame buildings  
rigid frame buildings  
arch rafter buildings  
portable buildings  
poultry buildings  
feed bins & chutes  
barn linings  
pens & gates  
partitioning  
building repairs  
ventilating ducts  
floors  
cladding  
water troughs  
cattle shelters  
tobacco kilns  
granaries  
produce storage  
grain boxes  
forage wagons  
horizontal silos

... and dozens more!





## BE YOUR OWN MUSIC TEACHER

Send For Free Book Telling How Easily You Can Learn Piano, Guitar, Accordion, ANY Instrument This EASY A-B-C Way

NOW IT'S EASY to learn music at home. No tiresome "exercises." No teacher, just START RIGHT OUT playing simple pieces. Thousands now play who never thought they could. Our pictured lessons make it easy as A-B-C to learn to play popular music, hymns, classical and any other music. On easy-pay plan, only a few cents a lesson. Over 900,000 students, including Lawrence Welk. **MAIL COUPON FOR FREE BOOK.** Find out why our method can teach you quickly, easily, inexpensively. Write for 36-page illustrated Free Book. No obligation. No salesman will call. Mention your favorite instrument. Just mail coupon below today!

U.S. School of Music  
Studio A759  
Port Washington, N.Y.  
(59 successful years)

**FREE BOOK**

U.S. SCHOOL OF MUSIC  
Studio A759, Port Washington, N.Y.  
Please send me your 36-page illustrated Free Book, I would like to play (Name Instrument).

Instrument \_\_\_\_\_ Have you \_\_\_\_\_  
Instrument? \_\_\_\_\_

Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

### ANOTHER IMPORTATION just arrived of TOP QUALITY LANDRACE

purchased from some of the best Breeders in Scotland. Prices reasonable. For immediate delivery: Weanlings, four-month-old sows and boars, guaranteed in-plg sows and serviceable boars. Catalogue.

TONRA STOCK FARM  
R.R. No. 3, Holland Centre, Ontario

### Clip Cows Regularly With

**Sunbeam  
STEWART  
CLIPMASTER**

NEW,  
More Powerful  
Motor...  
25%  
greater  
speed



**CLIPS**  
Cows, Horses  
Mules, Dogs,  
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment. Clipped cows are easier to keep clean, produce more desirable milk with low bacteria count, less sediment. Overall clipping helps control lice infestation. For best results use Clipmaster. Preferred for its size, ease of handling, lasting durability.

Handy Grooming Brush attachment for Clipmaster does a more thorough job of cleaning dairy cattle. Write for information on Sunbeam Stewart clipping equipment.

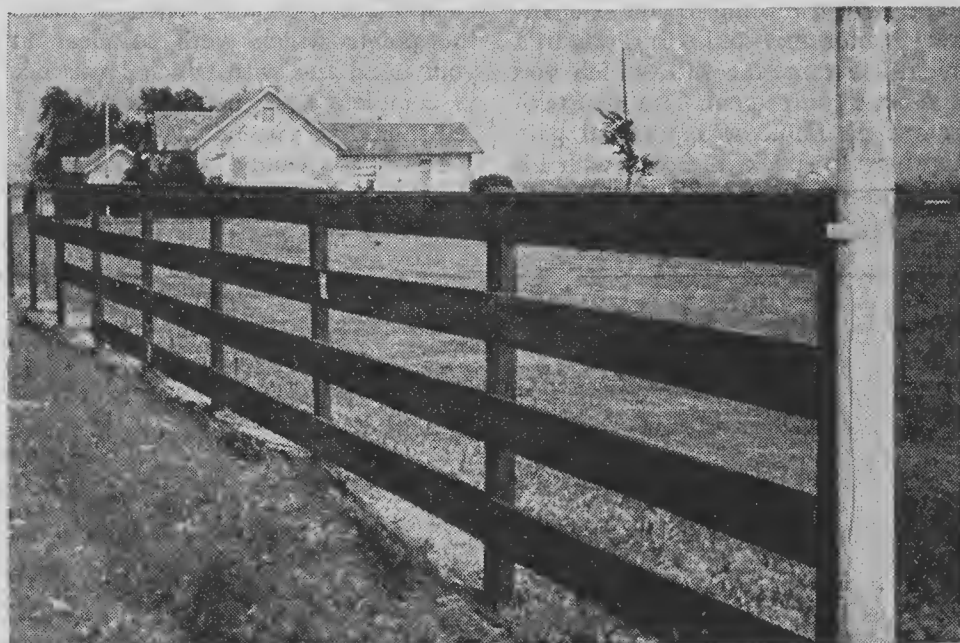
SUNBEAM CORPORATION (CANADA) LTD.  
TORONTO 18

### THERE'S A DIFFERENCE . . .

between the brand you put on your livestock and the brand an advertiser puts on his product. A livestock brand signifies ownership only. A product brand signifies not only ownership but quality as well. The reputation of the manufacturer will suffer if his branded product fails to give the consumer satisfaction. As a general rule you can buy a branded product with confidence.

## Silent Guardians Of the Farm

by LORAIN PORTER



ON different sides of a common fence my neighbor raises dogs of distinction and I raise cabbages of quality. Because it is the right kind of a fence, properly constructed from sturdy materials, dogs and garden flourish in privacy. With its white painted posts, spaced an even number of feet apart, the long wire fence is also an attractive boundary between our properties.

"Good fences make good neighbors," says 82-year-old John Morgason of Stouffville, Ont., who has become an expert fence builder through many years of continual practice in the six townships of Markham, Whitechurch, Pickering, Uxbridge, Reach and Scott.

Mr. Morgason gave me some simple rules to follow in constructing a fence.

"First of all reach an agreement with your neighbor on the type of fence you intend to put up," he said. "Then select suitable materials and fastenings."

Fence posts should be of durable woods such as red cedar or oak, and the boards, pickets and rails may be of cedar, white pine or cypress. Either rough-sawn or surfaced boards may be used. The rough-sawn, however, are much more difficult to paint.

"You can make your fence last longer if you take time to apply paint to the surfaces of all joining parts," Mr. Morgason stated. He pointed out that if the fence is assembled first and then painted, a portion of the surfaces are left unprotected. Moisture works into the joints and it is absorbed through the uncoated wood. This causes swelling, loosening of the nails, and even checking and decay. The best way is to prime the wood and then apply one finish coat before assembly.

BUT whether it's a wood fence or a wire one, it's the posts that require most careful handling. "Posts will rot underground in a short time unless you use some method to avoid rot, such as the application of creosote," John Morgason informed me. "Brushing it on helps, but it's better to soak the posts right in the liquid for several hours. And the creosote

coating should reach five or six inches above the ground.

"And don't just set wood posts in concrete," he said. "Pour a layer of asphalt between the wood and concrete to provide an expansion joint. Otherwise, expansion, caused by moisture in the posts freezing, results in cracking."

When posts have to be set so that the pull of the wire will tend to lift them, rods or wooden blocks near the lower ends make good anchors. Old harrow disks screwed to the posts will prevent lifting.

"Anchor posts should be four and one-half feet in the ground, and other posts should be three and one-half feet in depth," Mr. Morgason said. He also explained that it's a good idea to bevel or round the post tops,

### The Long Day

Continued from page 15

"He's starting school today." Len spoke soberly, almost as though confessing to something more serious than sickness.

"Starting school!" Harry's tone was breezy. "Well, that's something. First thing you know he'll be a doctor or lawyer. How would you like that?"

"I don't know," returned Len, defensively vague. "He may like farming better."

"He might do worse." Harry smiled and nodded, as he turned back toward his orchard.

Len stood a moment, staring after the other and licking the sore place on his hand. Why had Harry said that? Why did he think that Little Jim would be a doctor or lawyer? It made him feel uneasy and bereft, as though Jim had somehow left him already and gone off into some remote and busy world of affairs. Len had liked to do his work with the thought that some day the farm, which he had inherited from his father, would be Little Jim's. He liked to think of them discussing problems together, working together.

The mangel bed was on the crest of a high hill some distance back

not only to make them look better, but because water will drain off them and save the posts from rotting.

THIS active octogenarian zinc coats all fasteners such as nails, screws, bolts, hinges and hooks, used in assembling the fence. He advises that coated nails should always be used as they not only resist rust for long periods, but hold much better.

A week or so ago I passed a silent reminder of John Morgason's careful handicraft—a rail fence on the Stanley Lewis farm, west of Claremont, Ont. When I remarked on this particular kind of fence to Mr. Morgason, he told me that there are two types of rail fences—a "crab" and a "woodcock." The latter has no stakes, while the other has stakes or posts. He said that in his younger days he would dig 26 post holes by hand in a single day. He has torn down an old rail fence, sighted up and completed a new 40-rod wire fence in four days. Those were the old days when he used to purchase wire at 35 cents per rod.

"A bit different from close to \$1.50 per rod now," he chuckled.

Perhaps the Australian farmers can boast of the longest fence in the world. To protect their lush fields from a plague of rabbits, West Australians started building a rabbit-proof fence in 1901. It runs 1,139 miles from Starvation Boat Harbor on the Great Australian Bight to a point on the Ninety Mile Beach on the far north coast. As the first fence was going up, and rabbits were multiplying by the hour, another was begun 75 miles west to finish at the sea on the west coast. Then up went a third fence to put an additional barrier around the Australian wheat belt.

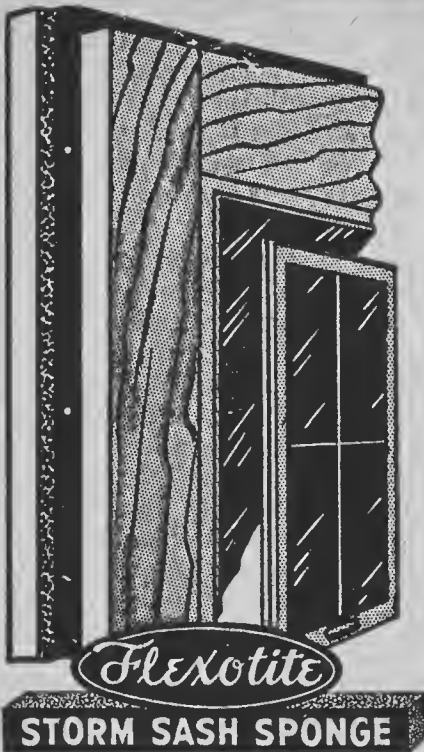
All over the world fences are the silent guardians of the farm, protecting pasture, wheat and livestock. In my own case, half an acre of cabbages reach maturity unmolested by frolicking pups because a "good neighbor" built the right kind of fence. V

of the house. By the time Len had reached it the sun was well up in the sky and sounds of various farming activities came across the fields. A mowing machine made a scissory clatter from somewhere out of sight. A tractor moved on a distant hillside.

The weeds were pretty thick. He rolled up his sleeves and started on the first row. Usually the soft feeling of soil under his feet gave him a sense of vigor and alertness, as though the earth itself were something that was alive and moving under him. He could use his hoe as an instrument of persuasion and friendly co-operation, attacking weeds with swift efficiency, breaking up sections of hardened soil and drawing the loose fragments around the plants with a gentle movement that was almost a caress. Today, however, he felt no enthusiasm and his arms moved mechanically, almost gropingly. Getting the mangels hoed did not seem to mean anything.

IT had all started a month ago, when Milly's Aunt Kate had come out from town to stay with them a few days. She was a former school teacher, a nice woman—Len liked her—but she was very positive about what should be done with Little Jim, who was six years old.

## Double the Value of Your Storm Windows



**FLEXOTITE STORM SASH SPONGE** is a lasting and easily applied insulator — to make your storm sash proof against drafts, water and moths, FLEXOTITE is the speediest and most effective method yet devised.

Cartons of five 10-ft. lengths, nails, \$2.50

Order from your favorite Hardware or Lumber Dealer



When Writing to Advertisers Please Mention The Guide.

## CLIPPER BLADES SHARPENED

ALL MAKES made like new at our Toronto Factory. Quick service, work guaranteed.

Animal Clipping Blades, each 50c, Pair, \$1.00

Barber or Fetlock Clippers, Pair, \$1.00

Sheep Shearing Blades.....Pair, 50c Cutters, 15c Combs, 35c

Send blades parcel post. Mark package with your name and address as well as ours. Mail letter of instruction with remittance. Return postage prepaid.

SUNBEAM CORPORATION (CANADA) LTD. TORONTO 18

Makers of the famous STEWART Clipping and Shearing Machines

"It's time for him to start school," she said. "Where will you send him?"

"We figured on him going to the school we went to," said Len, with a gesture toward the hills back of his farm.

"But that's just a country school!" protested Aunt Kate. "You people have got to realize that times are changing. To belong in this modern world you have to be educated. The country school and work on the farm simply won't do."

Len stared at her silently, feeling hurt at the reference to himself contained in her comment. Milly reached out instinctively, laying a hand on Len's shoulder.

"Len and I haven't done too badly," she said. "But you may be right about Little Jim, Aunt Kate."

"I know I'm right," said Aunt Kate. "I would like to see him get a good start. The teachers in the town school all have college degrees—even the primary teachers. It would be much better if he started there. You have a regular bus service so that solves the transportation problem. It might be well if you went with him, Milly, for the first day or so, until he gets used to it."

Milly nodded. "I think we should try it."

Len said nothing. He felt distressed at the idea of Little Jim going so far away from the farm. Jim had reached an age when Len liked to talk to him and show him things about the work. Somehow this seemed quite as important as anything that might be taught at the school. But he did not want to have an argument with Milly.

Len and Milly had been brought up on that countryside, where ribbons of field ran up the side of hills, divided by strips of orchard. Everything they had learnt or felt had come to them in those few square miles where they had seen the passage of the seasons from early youth so that the snow in winter, the mud in spring, the scents of summer and the ripening fruit of autumn were essential parts of their lives. There they had known long days of work together and had come to understand and love one another.

For the past few weeks, however, the thought of this day had brought a kind of uneasiness in their relationship. At mealtime Len would sit at the table and avoid Milly's eye, being careful to talk about things around the farm—the crops, the cows, the price of feed, anything but Little Jim and the school in town . . . Milly tended to devote more of her time to Little Jim. She read to him some stories about Greek gods and taught him the letters of the alphabet. Len listened to them talking and felt a little strange and alone in his own home.

Noon came and he discovered with some dismay that he had only done two rows of the mangel bed. It was getting quite warm. He threw down his hoe and made his way to the shade of a large elm tree, where he had left his lunch box. There he stretched out on the grass, his head propped against the trunk of the tree, and ate his lunch slowly, while little breezes made a steady rustling among the leaves high above him.

He closed his eyes, wondering about the future, and was troubled

by a picture of Jim and Milly going to town and staying there to further Jim's career. Little Jim was too good to waste his life on a farm, Aunt Kate might say. She would see to it that he got somewhere, that he was not just a farmer. Just a farmer! Len flushed, as though already in the heat of an argument with her . . . He wondered if he would have to get a job in town himself, then dismissed the idea. He hated the town, hated its confinement, the close proximity to neighbors, the tensions and, above all, the sense of inferiority he had always felt when talking to town people who did not seem to understand his love of the country.

A CAR, moving along the back road near the mangel bed, squeaked to a stop and someone called to him. It was Jerry Harlow, the postman. He got out of the car, waving a couple of letters, and Len walked down an incline to meet Jerry at the fence.

"Just a couple of circulars," said Jerry, passing over the letters. "Saves me going round to your place. How's crops?"

"The mangels aren't bad," replied Len. "Don't think I'll do as well as last year on the apples."

Jerry stared at Len a moment thoughtfully, as though he had sensed something beneath Len's comment. "Finding it sort of tough?"

Len nodded. He could not say just why he was finding it tough. But financial worry was something he could confess to that would at least be understandable to Jerry.

Jerry shoved back the battered felt hat he was wearing and scratched his head. He looked away for a moment then gestured toward a distant hillside.

"Mr. Burbidge over there on the Ridge Road is looking for someone."

"The business man."

"Yes. He says he hasn't time to look after the place. He's in town most of the week. That should be a good spot for you, Len. He'd pay well, I'm sure of that." Jerry nodded emphatically, to give stress to his last remark, climbed back into the car and started the engine.

"Thanks for the suggestion," Len called above the roar. "I'll think it over."

He watched while Jerry, raising a hand in farewell, continued on his route.

The load of worry, that seemed to have been weighing him down all morning, grew lighter with that suggestion of Jerry's. If he could get a job with Mr. Burbidge there would be no reason for him going to town. He walked back to the mangel bed, feeling almost buoyant. If Milly should want to move in town with Little Jim he could say to her, "It'll be all right. I have a job. I can send you money regularly, so you'll be O.K." There was nothing much to worry about—nothing much . . .

He picked up his hoe and leaned against it, looking down over the extent of his farm, with the cows in pasture, the orchard, the small fruit and vegetable gardens. Why was it that the farm seemed to look back at him almost with an air of hostility and estrangement, as though no longer his? Everything there, the livestock, the trees, shrubs and plants, was



Does "Doing-it-Yourself" give you

## Monday morning lameness?

Here's relief—fast!

● When a weekend's cabinet work brings stiff, aching muscles, rub on Absorbine Jr.

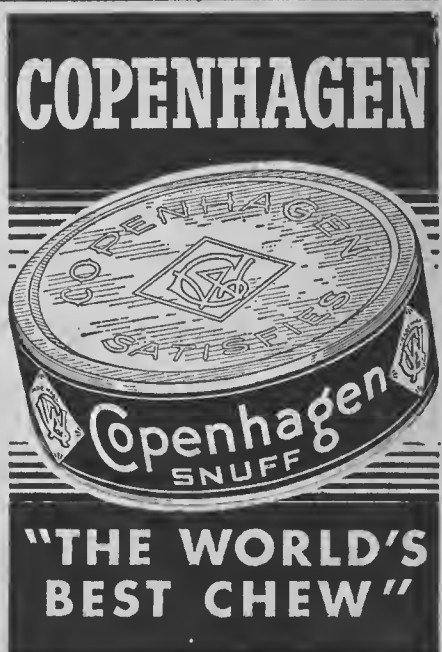
This Absorbine Jr. treatment is so fast and soothing because it helps stimulate the blood flow at the point of application to bring you wonderful warmth and comfort. Over 60 years a standby, Absorbine Jr. gives safe, long-lasting relief from pain. Get it—wherever drugs are sold.

W. F. Young, Inc., Montreal 19, P. Q.

## ABSORBINE JR.



For sale at all Canadian National Railways stations, express and telegraph offices.







Roll with the Best!

**Player's**

**CIGARETTE TOBACCO**

For those who prefer to roll their own cigarettes — either by hand or machine — Player's Cigarette Tobacco offers real smoking satisfaction — famous for quality, mildness and flavour.



**THE GREATEST  
NAME IN  
CIGARETTE  
TOBACCO**

**LOWER DELIVERED  
PRICES—AS MUCH  
AS 50% LOWER!**

See your ARMY & NAVY CATALOGUE, in the mail to 518,000 value-wise families who know what All-Cash buying saves them! This new Army & Navy Fall and Winter Catalogue completely reverses our competitors' higher and higher prices. If you have not received this "Bargain Book of a Nation"—a postcard request will speed one to you promptly!

**SATISFACTION OR YOUR MONEY  
BACK FOR OVER 30 YEARS!**

**ARMY & NAVY** Mail Order **DEPT STORE**  
MAIL ORDER DIVISION  
**REGINA - SASK.**

flourishing as a result of the years of labor he had put into the farm, he and Milly. As Milly had said, they were not doing too badly. If he took the job with Burbidge what would happen? He could not run the two places. If he was to do a good job for Burbidge his own farm would have to be abandoned. He raised a powerful forearm against his eyes, trying to shut out the confused thoughts that rushed upon him. What had he been thinking of? How could he give up his own farm?

His mind suddenly returned to his immediate surroundings and the many rows of mangels that remained to be hoed. He started to work quickly and struck at the earth, as though attacking an enemy, digging the blade of the hoe deeply in the soil, as if he hoped to bury himself, gradually sinking down from off the face of the land into a darkness that would blot out these complexities of life he did not know how to contend with.

The roundish head of a cloud appeared above a distant hill and remained there for a time, like a remote white mountain. Little by little it began to grow in size until a portion of it, turning a dull silver, covered the sun. Other clouds appeared, massive and grey, and mounted steadily toward the zenith while the countryside began to grow dim and colorless. Then a cool wind blew, bringing drops of rain.

Some raindrops struck Len's bare arms and there was a little pattering on the ground all around him. He hardly noticed. His mind had returned doggedly to that worrying picture of the future. He knew that Milly would like to have been a school teacher herself. So it was natural that she should be ambitious for Jim. Now, with some promoting from Aunt Kate, she would probably see that he went to school, and possibly college . . . His mind raced on to a picture of Little Jim as a young man, sleek and sophisticated, talking foreign languages and having discussions with Milly about his studies. They would have plans for important projects in the city. Len would be an outsider, a slow-witted lout they would be ashamed of . . .

He raised pained eyes toward the clouds overhead. The rain was still falling but the drops glistened with light caught from an edge of brightness that had appeared half-way down the sky. The clouds changed slowly from grey to silvery white and blue sky broke through.

A heavy truck, coming along the back road, made a sudden rattling sound and Len knew it must be the truck from the fruit warehouse that was turning into Harry Thorpe's orchard to pick up the filled barrels of apples. At the same moment the driver shifted the dial of his car radio and there came the sound of a man's voice. The voice had a certain aloofness of tone, which Len associated with colleges and professors. He caught the words, "Our subject this week is the decline in rural population. We all know that for a long time young people have been leaving the farm . . ." The voice grew fainter and passed out of hearing as the driver shifted to low gear with a roar of the motor and crossed over the crest of the hill.

It was not the first time Len had heard radio speakers discussing the fact that young people were leaving the farm. He used to laugh at it because when there was just himself and Milly there was no likelihood of their leaving. They were too happy. But now with Little Jim things were different. Little Jim's life would be his own. He had started to learn from books. Perhaps he would not care for farm life.

The afternoon wore on. Shadows lengthened, reaching out from clumps of trees, filling depressed areas so that hillsides and an occasional house or barn, struck by the slanting rays of the sun, stood out as bright islands in a rising sea of darkness. Shadows were falling irregularly across the furrows when at last there came the sound of the afternoon bus, on its way back from town. Len saw it as it passed slowly over the brow of a hill, disappearing in a hollow, reappeared and passed around a winding bend of road.

"This is it," he thought.

The fear that had been haunting him the last few weeks rushed upon him now so that he stopped hoeing and stared down at the pellets of earth at his feet. He felt paralyzed by a thought of what might lay ahead. They hadn't wanted to tell him, of course, but he knew it might happen just the same. He heard the bus stop in front of his house, but did not look up. That would be the driver getting out with the note Milly had given him to put in the post box. He fancied he could see it, in Milly's graceful handwriting, "We won't be back tonight as Aunt Kate has asked me to stay over . . ." It was the beginning of an unhappy separation that might go on and on. Yes, he had dreaded this moment, knowing it would be the toughest part of the day. How could he stand the emptiness of the house? How could he sleep?

**T**HEN there came the sound of someone running, the thud of little feet on the path from the house, of someone gasping and panting, excited shouts which grew nearer and nearer. A little figure was running toward him up the hill. It was Little Jim.

"Daddy! Daddy!"

He dropped his hoe and ran across the mangel bed, slipping and sliding joyously over clayey soil dampened by the recent rain. He shouted out, "Hi, Jim! How was it? How did you make out?"

Little Jim's hair was over his eyes. His jacket was askew and there was mud on one bare leg. But his eyes were bright and tearful with laughter as he reached out to be swept into his father's arms.

"Daddy, I'm back. I've been to school, but I'm glad I'm back."

"I'm glad, too," cried Len, swinging his son gaily aloft before setting him down on the earth beside him. "How was it? Tell me all about it?"

"It wasn't too bad. A lot of kids . . . But boy, I'm glad to be back—with you, Daddy. Mummy is making tea. She wants you to come. She says she's dying to see you."

Len took his hand and together they walked across the fields toward the house, while the farm, toward which he had felt all day as an alien, seemed to rejoice in their presence. ✓

## THE *Country* GUIDE

# Home and Family

**Y**ESTERDAY summer stole silently away, and autumn arrived in all its glory. September means that holidays are over, and that thousands of young Canadians are starting back to school.

There is a school age that could be identified by, "Heck, Mom, do I have to go back to school?" Not too seriously uttered in the early stages, there comes a time when a definite, important decision must be made. Young people, along with their parents, wonder if it is really worthwhile to go on to high school. They particularly wonder if it is worthwhile to enter and finish both high school and university. Boring study seems a waste of time when a teen-ager can plunge right into "life," actually doing productive work.

The decision needs the help of parents, because it may affect the teen-ager's whole life; just as decisions by other Canadian teen-agers will affect the total life of our country.

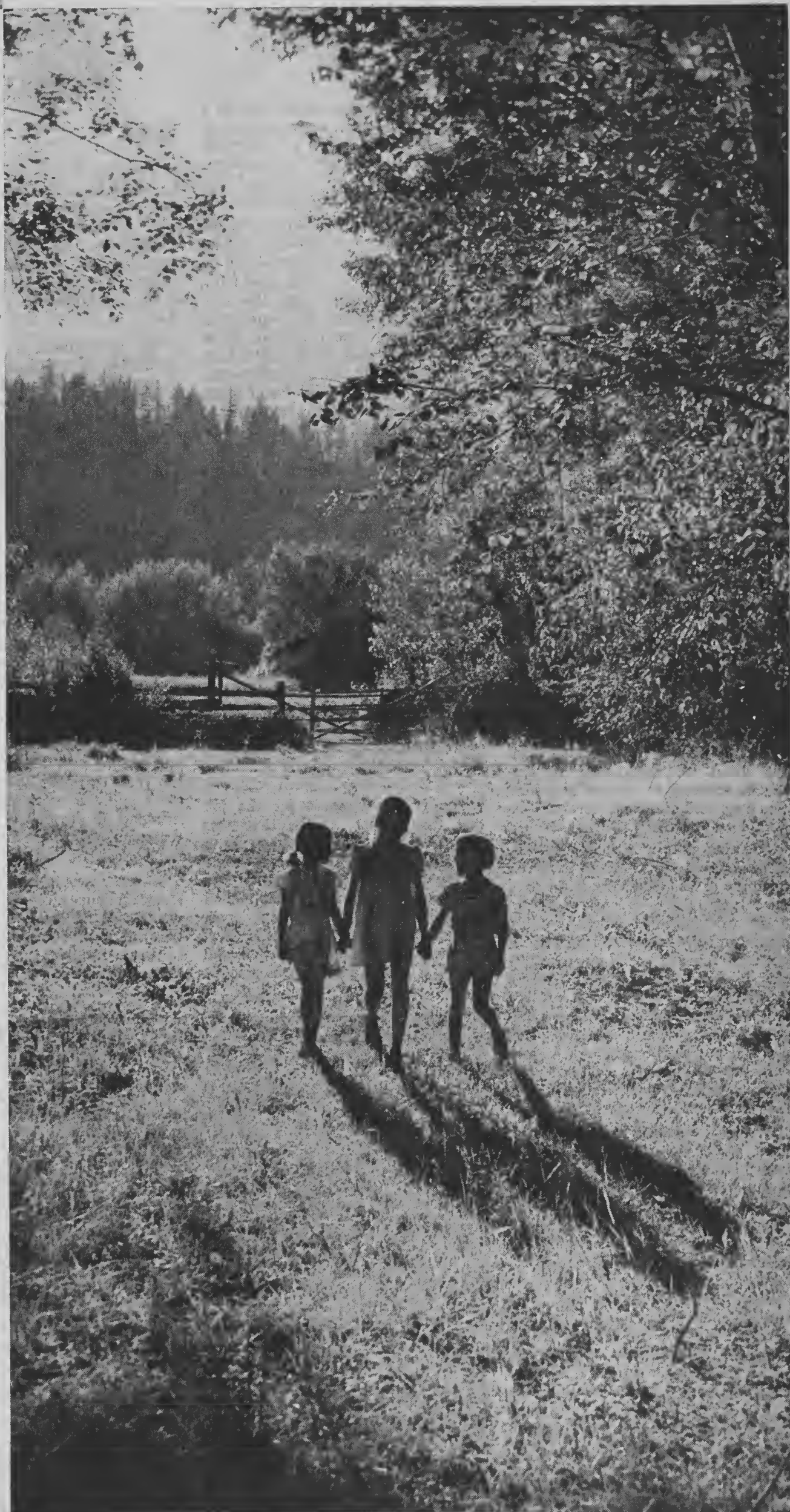
Some say that teen-agers can develop into good farmers, or good homemakers, without much book learning. This argument could be used against further education, if progress was not needed for successful living. Remembering that education has a value above and beyond the immediate return in dollars and cents, school should be set on the same plane as home and church.

Today the business of living is a complex one. No one can hope to understand all its ramifications in a lifetime of study. But each day a boy and girl can profitably spend in school will help them to understand their personal relationships to world and country. School, with its books, teachers and fellow students, can properly give them a start toward special skills they will likely need. Also each school day will add breadth to their views and a better understanding of their roles as citizens.

The core of citizenship is individual privileges based on individual responsibilities. This is basic. The years in school will help young people to accept both the privileges and the responsibilities.

To be a good citizen is an important duty that confronts youth. Essentially this is nothing more than being a good member of the community, helping those who need help, striving for understanding of those who oppose them, doing each new day's job a little better than the previous day's, and placing the common good before personal profit. If the dignity and rights of their fellowman guide their daily conduct, our teen-agers will be good Canadian citizens and will have proved themselves worthy of the education they have been privileged to receive.

by GLENORA PEARCE





# The Ladies Will Cater

*Selected ideas from the experiences of groups who do the catering for their community*



**T**HE ladies will cater" . . . In our town these words assure the success of any undertaking. The ladies may be one of several church groups, the hospital aid, or wives of the men engineering the current project. Because more than enough catering opportunities exist to satisfy all concerned, no rivalry between the groups is found. While fund raising is the prime reason we cater, community service outweighs monetary consideration.

Most of the equipment is owned and maintained by the W.A. of the United Church. Complete and varied enough to serve tea for two or a hot fowl supper for 300. It is loaned frequently and without charge to other organizations, and moved about as needed from its home in the church kitchen.

Our location varies with the event for which we cater. Church activities, the annual fowl supper, wedding receptions are held in the church; bonspiel meals are served at the rink; the sports day crowd is accommodated at the grounds; while the Memorial Center lends itself equally well to dances, wedding receptions or banquets.

A bride planning her reception, an organization arranging a banquet outline their wishes. A committee plans the menu, estimates food requirements, referring to records of former functions and drawing from the experience of members.

Securing gifts of food is never difficult. It is somewhat harder to recruit a supply of helpers. Work is assigned on a basis of preference and ability. Some women prefer kitchen duties, some can arrange food attractively or cut a pie into five equal pieces. Many simply work where most needed. Tasks requiring much walking are left, where possible, to younger members. A shift system tried a few years ago is now generally adopted. A more complete rotation of duties and workers would be preferable though few complain. All work is voluntary.

We have arranged our own equipment at the sports ground. A converted building serves as a dining hall, and a "cook car" recently purchased, renovated and set down off its wheels forms the adjoining kitchen. Volunteer labor kept cost to a minimum. Preparations are on a large scale. Meat and some other food is purchased, the balance, including pies and potato salad in gallon lots, is donated. The salad plate is served at attractive tables inside. Cool quiet surroundings make this a popular retreat. For those who wish to eat while watching a ball game, the same meal is served over the counter using paper plates and wooden forks.

Paper plates and cups are used for dance lunches too and are the only expense items. Thus labor and num-

ber of workers required is kept to a minimum. Because expenses are so low, we always realize a nice profit. Even more satisfying is the knowledge that our efforts are appreciated and fill a real need in the community.

It is not easy to evaluate the factors which make for success. Wholehearted community support would be high on the list. So would good food. Obliging storekeepers and the men who willingly move the equipment about deserve commendation. From the beginning, some of the ladies have insisted on little extra touches—curtaining windows at the rink and sports ground, linen tablecloths where paper ones would suffice, borrowing fine china for the bridal party.

Without the generous help of each individual, it would never be possible to "ask the ladies to cater."—Isabell Ramsay, Fillmore, Sask. ✓

**T**HE week of October 9 to 12, 1951, will probably be remembered by the women of Curries as a very eventful date for it was then that they started a new and profitable fund-raising venture.

The International Plowing Match came to Oxford County, Ontario, and was held on a farm in a neighboring community. It seemed like a golden opportunity; the ladies decided to help cater to the hundreds of visitors who flock to this event each year.

The only equipment for the job that they owned at the time was about 100 plates, cups and saucers, a half dozen granite pitchers and some decrepit tables, relics of bygone days when a fowl supper was an annual event. So with very little experience, not much equipment, but lots of courage and ambition, they cooked and baked. It meant a prodigious amount

of work for all the equipment had to be taken from the homes. Even the men were pressed into service as vegetable peelers, dishwashers and general helpers. Although it was a worried president and executive who took inventory the first evening, at the close of the event they were elated to find that over \$1,000 had been cleared.

We have found a banquet book invaluable. In it is listed the quantity of food required for 100 guests which can be multiplied or divided as needed by the different committees. Then a record is kept of each banquet for future reference. We have tried serving plates as well as passing the food and find that with the latter there is much less waste. Much of the food such as turkey, frozen peas, pickles, cheese, rolls, etc., is purchased, especially for banquets of 100 or over; for the smaller banquets we have more donated. Our charge is \$1.50 a plate and we find that we clear about half. Apples and grapes constitute a part of our decorations, and with the flowers are sent to shut-ins.

The convener of the committee is also treasurer, completing all business and turning over the net proceeds to the W.A. treasurer. The committee of three and the president prepare the lists and on the day of the banquet, the committee with a few others take the equipment and set the tables.

If you were to arrive at the hall about an hour before the time set, you would find the tables set and everything in order but very little food in evidence. At about this time, the committee members get a mild case of

"nerves," but, as if by magic, the other members who have been preparing at home arrive with their supplies, take their places at their appointed tasks and everything is ready on time.

One thing we have decided is that we try to make as little as possible change in the duties assigned to each member as it eliminates confusion.

We W.A. members welcome this opportunity to work together; we are happy to use these talents to help our church financially. A new oil furnace in the church was our latest project; other things have included a stained glass window, renovations to the church and parsonage, choir gowns, and a donation for a new electric organ.—Jean Kitchen, president, Curries W.A., Woodstock. ✓

**W**E think we have one of the finest church catering groups there is. Our 30 members have catered for about 15 years. Besides finding it remunerative, through learning to cooperate we have achieved a very fine fellowship in our group, which is not exceeded in any group we have ever known.

Weddings are the most colorful and interesting events. The bride and her attendants usually decorate the church hall, but we decorate the tables. Living in the Okanagan Valley we have such wonderful choice of fruits and flowers for this purpose.

For afternoon or evening receptions, we serve assorted fancy sandwiches, pickles, small cakes and bars, and enough chiffon or angel food cakes to ensure one piece each, with tea and coffee. We donate all the cakes, but buy the sandwich loaves and filling, making them up on the morning of the wedding. We set up tables for the gifts, supply cloths, silver, and fancy dishes for the bride's table. We make the fruit punch but the host supplies the ingredients.

For a cold-plate reception, we donate the pies, also the jellied and tossed green salads. We buy the potatoes, have them cooked and brought in cold, then make the potato salad there. The meat is cooked out, brought in cold, then sliced by the butcher, who does this service free.

When we cater to a dinner from 60 up, we prepare our own green salads in the church, mixing in a huge ten-gallon kettle.

The use of pressure cookers has greatly facilitated our work. We have a three-burner gas stove, beside the coal and wood stoves, then we use the manse electric stove when short.

Except for the annual supper we always have a guaranteed number, but prepare for ten more. Once for a (Please turn to page 59)



When the need arises, the men provide wholehearted support by moving equipment or offering their services as a chef at the always popular buffet dinner.

[Can. Dep't Agr. photo]

# Is there HIDDEN WEALTH in Your Home?

Old discarded woollens usually found in every home—sweaters, socks, coats, pants, etc.—are worth money to you when turned in for luxurious new FAIRFIELD BLANKETS. Of course, NEW virgin fibres are added for extra durability, shrink resistance and beauty.



## Send Your Old Woollens to FAIRFIELDS

We will reweave them into luxurious <sup>NEW</sup> blankets  
and save you MORE THAN HALF retail prices elsewhere

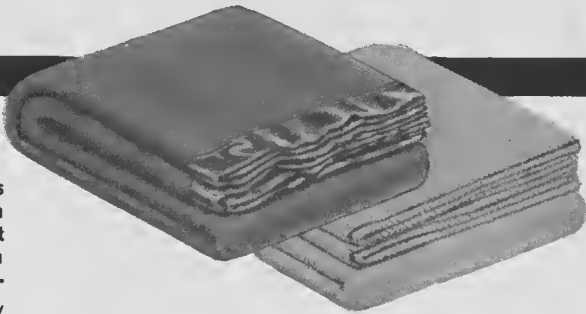
SAVE

—WHEN YOU BUY DIRECT FROM FAIRFIELDS,  
CANADA'S LARGEST BLANKET MAKERS.  
—WHEN YOU SUPPLY THE RAW MATERIALS  
(your old woollens) WORTH UP TO 60c per lb.

For 35 years Fairfields have specialized in making NEW BLANKETS from old woollens. This reason and—

- Exclusive Sterilizing Process
- The Only Ultra Speed Weaving Machines in Canada
- Our devotion to swift DIRECT service with complete satisfaction

—are why ONE OUT OF EVERY THREE BLANKETS MADE IN CANADA IS A FAIRFIELD PRODUCT!



### Fairfields Famed "PASTEL" BLANKETS

Their warm fleecy finish makes these prime favorites with home-makers. They'll lend soft color beauty to your bedroom for years of dependable service. Gold, Blue, Rose, Green, Mauve—choice of stitched ends or 5" satin binding.

Fairfields "WONDER-WARM" ... Same lovely quality as our "PASTEL" but in darker shades of Blue, Green, Wine.

64"x84"	70"x84"
7.25	7.75
4.25	4.75
5.00	5.50
5.75	6.25
.50	.75

\$12.50—Retail Price Elsewhere to—\$10.00

←FACTORY-TO-YOU PRICE IF YOU SEND NO WOOLLENS→

←SEND 5 LBS. WHITE WOOLLENS→

←SEND 5 LBS. KNITTED WOOLLENS→

←SEND 5 LBS. WOVEN WOOLLENS→

←5"—ADD EXTRA FOR SATIN BINDING—3"→

64"x84"
6.35
3.35
4.10
4.85
.40

SATISFACTION  
GUARANTEED

### The Luxurious "FAIRFLEECE" Blanket

Crowning achievement of 35 years of fine blanket making. Fleecy, deep pile nap, strong weave. Soft shades harmonize with loveliest color schemes. Unsurpassed for cozy warmth and enduring beauty. Rose, Green, Mauve, White, Gold, Blue, in re-useable pliofilm bag.

BOUND IN GLEAMING 7" SATIN RIBBON

Retail Price Elsewhere to \$19.00

IF YOU SEND NO WOOLLENS: PRICE

IF 5 LBS. WHITE WOOLLENS  
YOU 5 LBS. KNITTED WOOLLENS  
SEND 5 LBS. WOVEN WOOLLENS

60"x84"	70"x90"
9.85	10.85
6.85	7.85
7.60	8.60
8.35	9.35

ONLY AT FAIRFIELDS CAN YOU GET UP TO 60c PER POUND FOR YOUR OLD WOOLLENS!

For EACH NEW BLANKET you order, send UP TO 5 LBS. of old woollens as below:

**WHITE WOOLLENS**—Underwear, scarves, blankets, baby things and similar all-wool WHITE items. Credit value to you is 60c PER POUND (\$3.00 FOR 5 LBS.)

**COLORED KNITTED WOOLLENS**—Sweaters, socks, mitts, scarves, baby things, loose yarn and similar all-wool COLORED items. Credit value to you is 45c PER POUND (\$2.25 FOR 5 LBS.)

**WOVEN WOOLLENS (Any Colors)**—Blankets, suits, pants, slacks, coats, serges, tweeds, flannels and similar WOVEN wool items. Credit value to you is 30c PER POUND (\$1.50 FOR 5 LBS.)

**IMPORTANT**—Although we sterilize your old woollens, make sure yours are clean and all linings, buttons, collars, cuffs, pockets, labels, zippers, dimes, etc., removed. Slit open closed parts to expose the greatest possible surface. KEEP EACH TYPE SEPARATE.

**NOTE**—If you DON'T have any old woollens, you can buy Fairfield Blankets at the low "factory-to-you" prices shown on this page.

Many other woollen articles available including Red, All White, White Rainbow, Economy, Heather and Crib-Size Blankets, Auto and Sports Robes, Comforters, Bedspreads, Floor Mats, Men's Socks, Tartan and Mac-Jac Shirts. Send for free catalogue containing prices and full descriptions.

### HOW TO ORDER (Use Order Form at right)

If shipping by Express or Mail, put order form in envelope and enclose IN TOP of one of the bags. If sending by Freight, mail your order with copy of Shipping Bill. Mark outside address label "RAGS FOR REWEAVING."

### WHERE TO SHIP: If you live in—

EASTERN CANADA—Ship to PRESTON, ONT.  
MAN. & SASK. — " " WINNIPEG  
ALBERTA — " " EDMONTON  
BRITISH COLUMBIA— " " VANCOUVER

(Note—Prices in B.C. are 25c per blanket higher.)

If you live in one of the following cities, you can order by telephone or shop in person:

QUEBEC CITY 421 St. John St. Ph. LAfontaine 9-3388  
WINNIPEG 657 Stafford St. (A. & P. Bldg.) Ph. 43-4746  
ST. LAMBERT 400 Bute St. Ph. ORchard 1-7251  
EDMONTON 38 Shoppers' Pk., West-mount. Ph. 55-6552  
PRESTON 498 Eagle St. N. Ph. OLive 3-3246  
VANCOUVER 3173 Kingsway Ph. DEXter 4606

(Slight charge for pick-up and delivery service in cities.)

SEND YOUR ORDER TODAY!

FAIRFIELD & SONS LTD.  
Woollen Mills

NAME.....

ADDRESS.....

Quantity	Name of Blanket	Color	Price

AMOUNT YOU PAY C.O.D. \$.....

I am sending.....(number of bags or parcels) containing:

MATERIAL	LBS.
WHITE WOOLLENS	
KNITTED WOOLLENS	
WOVEN WOOLLENS	

NOTE: "Claim Coupons" will be sent for all old woollens received in excess of weight required for this order, to be applied against future orders.

☐ I am not yet ready to order but please send me your FREE full-color catalogue.

☐ Send me complete details on how I can get VALUABLE FREE PREMIUMS and save shipping costs by becoming a GROUP SHIPPER in my area.

CG

FREE FULL-COLOR CATALOGUE WILL BE SENT TO ALL SHIPPERS





So easy to prepare!

# Magic Pizza Pie



## "Pizza Pie for supper!"

Here's a deliciously different and economical dish... a tasty adaptation of a popular old-world recipe that takes practically no time to make. It's a basic recipe, so have fun... let your imagination take it from there! All it takes is you and your Magic!



Roll up edge of dough to form a rim deep enough to contain filling.



Make it mild or zesty by varying its herbs, cheeses and other ingredients.

## MAGIC PIZZA PIE

- $\frac{1}{2}$  cup finely-chopped onion
- Old cheddar or process cheese slices
- 4 wieners, sliced diagonally
- Shredded old cheddar or Parmesan cheese
- 4 or 5 stuffed olives, sliced
- 3 cups once-sifted pastry flour or  $2\frac{1}{2}$  cups once-sifted all-purpose flour
- 6 teaspoons Magic Baking Powder
- 1 teaspoon salt
- 6 tablespoons cooking (salad) oil
- $\frac{3}{4}$  cup milk
- 2 tablespoons chopped parsley
- 1 can (8 ounces) tomato sauce
- $\frac{1}{2}$  teaspoon oregano

Prepare the onion, sufficient old cheddar or process cheese slices to cover the pizza, wieners, shredded old cheddar or Parmesan cheese, and the olives.

Sift flour, Magic Baking Powder and salt into a bowl. Make a well in the flour mixture and add cooking oil, milk and parsley; mix these liquids a little with mixing fork, then combine with flour mixture to form soft dough. Knead lightly for 10 seconds on waxed paper; pat into a ball and cover with another sheet of waxed paper. Roll out dough to an 11-inch circle; remove top sheet of paper. Turn over dough onto greased cookie sheet and peel off paper; turn up edge all around to form a deep rim. Spread dough with  $\frac{1}{2}$  the tomato sauce. Sprinkle sauce with oregano and onion; cover with sliced cheese. Arrange wieners over the cheese slices and spread with remaining tomato sauce. Sprinkle shredded cheese over mixture and top with thin slices of stuffed olives. Bake in a hot oven, 450°, about 20 minutes. Serve hot. Yield — 6 to 8 servings.



## Dozens to Dinner

"WHY everybody goes to the fowl supper; it's a community get - together you know." They do too, and it's a wonderful idea. With the get-together goes many hours of planning and preparation.

There are some essentials that must be considered. Details must be planned in advance. Careful appointment of committees and a complete understanding of the exact duties of each committee is necessary. A well planned, popular menu and well selected food is another must. Let's have the service attractive! This doesn't cost any more, but gives a much more pleasing appearance. Plan satisfactory sanitary practices.

Ideas to make serving easier are always welcome. Here is an idea for serving ham in quantity. Have your butcher slice a whole or half ham (partially baked). Place it all together after slicing and wrap well with aluminum foil. Put the wrapped ham in the roaster (325° F.) and heat five minutes per pound. Remember also, that a ten-pound ham will shrink approximately two pounds in baking.

Another idea to save confusion is to delegate the responsibility of preparing different items to one person. The cranberry sauce or the relishes could be prepared at a home and brought ready to serve.

Deciding on the amounts needed always seems to be confusing. These suggestions as to quantities should help you plan the amounts for the next community supper.

Bread and butter are staples for every gathering. A large sandwich loaf (3 lbs.) cuts 60 to 70 slices and requires one-half pound of butter to spread. A small loaf cuts 16 to 20 slices. A half pound of butter will give 24 servings if cut into squares.

The following amounts indicate the quantity required for 25 servings unless otherwise stated.

### Meat

Ham—1 ham	12 to 14 lbs.
Roast Chicken	15 lbs.
Roast Turkey	20 lbs.
Stew (with vegetables)	6 lbs.
Gravy	1 qt.

### Vegetables

Potatoes—mashed	12½ lbs.
—baked	10 lbs.
Sweet Potatoes	9 to 10 lbs.
Cabbage — Cole Slaw	4 lbs.
Carrots—diced, cooked	8 lbs.
Celery—curls, 2½-in. pcs.	1 med. bunch
Lettuce — salad	4 to 5 heads
—garnish	2 to 3 heads
Peas	5 20-oz. tins
Tomatoes — fresh	5 to 6 lbs.
Turnips—diced, cooked	6¼ lbs.

### Desserts

Apples—fresh, for pies	10 lbs.
Ice cream — bulk	1 gal.
Cakes	1—9 by 13-in. sheet cake
Pies	1—9-in. gives 6 servings
Pumpkin	1 lb. fresh yields ¾ c. pulp cooked

### Cream

Cream — coffee	1½ pts.
----------------	---------

### Beverages

Fruit Punch	1 gal.
Tomato Juice	2 No. 3 tins
Coffee	½ to ¾ lb.
Tea	⅛ lb.
Sugar—110 small or 90 lge. cubes in 1 lb.	

### Relishes

Catsup—1 gal. is 80 servings.	
Cranberries—for sauce 1½ lbs. serves 25.	
Gherkins 1 gal. for 100 servings.	
Relish—green tomato—1 gal. serves 125.	

# The Ladies Will Cater

Continued from page 56

banquet where there were out-of-town guests they guaranteed us 80; at noon the day of the banquet they phoned to say there would be 90, at 5 o'clock they frantically called to say we'd better set the table for 100. We finally served 115. This would have been disastrous when we first started, but nothing upsets our equilibrium now. We are experienced old hands at the game.

The secret of our success is that we enjoy catering, we like people, and gladly donate our food, pots, pans, dishes and our labor. For larger affairs we hire a dishwasher, otherwise we do all the work ourselves. We figure 50 per cent or more clear and average a yearly profit of between \$600 and \$700. Through the years we have bought an electric organ, substantially helped to pay off the mortgage, bought a lovely carpet, 200 stacking chairs and numerous other things besides serving our community and enjoying ourselves.—Beryl G. Venables, Oliver, B.C.

WEEKES is a small village situated in the northeast part of Saskatchewan with a population of between 300 and 400 people. The community hall is the center of activities and the only building large enough to accommodate a number of people. There are no catering facilities here, so the Weekes "Ladies' Club" have undertaken these duties.

Our membership is an average of 25 each month. A working committee of four is selected, in this way every member has the opportunity to take her turn in organizing. This committee has full charge of all affairs for the month, the rest of the members are expected to assist in the actual work, according to the committee's schedule.

Should the occasion be one for the benefit of the community at large, such as a curling banquet, or charity, we ask for cakes and pies from the residents of the village. This is usually very well responded to and helps to cut cost. At these events, club members pay for their meals the same as the public. Any cakes left over are sold for 25 cents, quite a few going to the bachelors.

We own our own silver, cups, tablecloths and essentials. We have to borrow a number of dishes, but hope in the near future to purchase our own. The usual charge is \$1 per plate for banquets. As for profits, all our work is gratis, so we gain (I think I would be right in saying) approximately 40 per cent. This refers to banquets and suppers. But since these are usually events of interest to the community, we find pleasure in serving the people, part payment for our work.

As for failures, they have been nil for so long that we don't consider them. Our projects are anything that will help the community. Last year we donated \$515 to renovate the interior of the hall, where most of our funds are realized.

We are now working toward a kitchen and hope to have it completed in the near future. Judging by the compliments we receive, and our

financial statement, I believe we can call ourselves a successful catering club.—Elizabeth Mack, Secretary, Weekes Ladies' Club, Saskatchewan.

IN recent years, many small communities have been developing so rapidly that various problems have presented themselves.

As the service clubs were formed, catering became a problem, as the busy restaurants were not able to guarantee specific dates. Wedding parties were getting more elaborate and caterers were needed.

A new church hall was built and new furnishings were needed, especially for the kitchen. There was an occasional Pot Luck Supper, and A.O.T.S. suppers monthly.

So many dates were coming forward that catering really became big business. Special committees were set up to handle banquets, dinners, luncheons, and weddings.

The circles were rotated to handle regular dinners. Larger meals were classed as banquets, which the banquet committee handles, requesting aid and supplies from the ladies of the congregation also, who may not be W.A. members.

One service club of about 30 has a bi-monthly dinner meeting. The A.O.T.S. meets once a month at a supper. We have had several banquets averaging about 50 guests. Quite a few wedding parties have been taken care of.

Somewhere along the way it became evident the old sawdust-burning cook stove was inadequate. It was replaced by a large camp-style gas stove, which has proved a blessing in precious time and pleasure.

This added expense was taken care of by accepting a weekly luncheon date for a service club with a guarantee of 12 guests. These meals have been handled in rotation by three volunteers from each circle. A regular ten-cent "tip" at each plate has helped take care of some of the items.

Our incentive to still greater effort was quickened last year when it became necessary to purchase a new residence for the minister. The Women's Auxiliary pledged to meet the cost in due time. Besides enjoying a good reputation as caterers we have proved that catering can be a pleasant, profitable business for a well organized group.—Sarah B. Patchett, Quesnel, B.C.



ALEX

"Say, Honey, here's a swell way to make some extra money during your spare time!"



fitting start for a good day

warmth all day long with

## STANFIELD'S BOYS UNDERWEAR

(made just like Dad's)



The same snug fit, the same warmth without weight and the same comfort as Dad has with his Stanfield's underwear.

**SHIRTS (01611)** nylon reinforced neckband and **ELASTIC WAIST LONGS (01612)** full double seat in cream shade, high grade cotton. Shirts (Ages 2-4-6) **\$1.25**, (Ages 8 to 16) **\$1.50**. Longs (Ages 2-4-6) **\$1.50**, (Ages 8 to 16) **\$1.95**. In natural colour shirts (01711), longs (01712) at same prices.

**STANFIELD'S WINTER WEIGHT COMBINATIONS**

Ages 6 to 16.....**\$2.95**

ASK AT YOUR FAVOURITE UNDERWEAR COUNTER FOR

# STANFIELD'S UNDERWEAR

STANFIELD'S LIMITED, TRURO, N.S.



SALES OFFICES:  
MONTREAL • TORONTO • WINNIPEG • REGINA • CALGARY • VANCOUVER

F-70





## SEE what you're missing in Ontario

Plan now to visit the Royal Agricultural Winter Fair—Toronto,  
November 15-23.

all  
**Know Ontario Better**

**ONTARIO TRAVEL**  
773 Parliament Bldgs. Toronto

Send **FREE** literature to

Name \_\_\_\_\_

Address \_\_\_\_\_

Post Office \_\_\_\_\_

Ontario Department of Travel & Publicity  
Hon. Bryan L. Cathcart—Minister

## IF BABY IS CROSS FIND OUT WHY



HEALTHY BABIES are not cross. Your baby should not be cross. If he is, then something in his little system may be "out of order". Probably mild Baby's Own Tablets can promptly "put it right." One Quebec Mother writes: "My little girl was irritable, feverish and sometimes sick at her stomach—what a relief it was, after giving her Baby's Own Tablets, to see how much better she was."

Easy to take, these sweet-tasting tablets are promptly effective in simple fever, constipation, restlessness and fretfulness resulting from irregularity at teething time, and other minor ills. No "sleepy" stuff, no dulling effect! Never be without a full box of Baby's Own Tablets. Sickness so often strikes in the night. Get a package today at your druggist. Money back if you are not satisfied.

## For Bruises



THE VASELINE  
BRAND IS YOUR  
GUARANTEE OF  
PURITY

Promotes  
Healing

**THE FIRST AID KIT IN A JAR**

"VASELINE" is a registered trademark



[Ducks Unlimited photo]

## Where Game Trails End

*Hunting season provides an interesting opportunity  
to cook game with variety and care in preparation*

by GLENORA PEARCE

### Roast Wild Goose

(Allow 1 pound per serving)

- |                 |         |
|-----------------|---------|
| 1 wild goose    | 1 onion |
| Salt and pepper | Flour   |
| 1 T. vinegar    |         |

Clean goose well, season with salt, pepper and vinegar. Place an onion in the cavity. Let stand overnight. Remove onion, dredge with flour and place in roasting pan in a slow oven (325°F). Roast uncovered until tender and browned (20 to 25 minutes per pound) basting with the juices in the pan. Goose may be filled with stuffing if desired. Suggested accompaniment to roast goose would be apple sauce or spiced crab-apples.

### Quick Cooking Rolled Oats Stuffing (Goose or Wild Duck)

- |                                  |                          |
|----------------------------------|--------------------------|
| 1 c. chopped onion               | 2 tsp. poultry seasoning |
| ½ c. bacon fat                   | 2 tsp. salt              |
| 3 c. uncooked quick cooking oats | ½ c. soft bread crumbs   |
| ½ c. water                       | 1 tsp. pepper            |
|                                  | 1 pinch paprika          |

Brown chopped onions in the bacon fat. Add the quick cooking oats and the

(Please turn to page 62)

EACH year game hunting provides thousands of Canadians with the opportunity of getting out into the open, and to see and enjoy their own country. To the hunter, the flash of wings against an evening sky, the wild lonesome cry of migrating geese, the companionship of man and dog, and the pride that comes with the scoring of a difficult shot are thrills that are unsurpassed.

All game trails end at the tables of hunters, or, rather at the tables of hunters' wives and friends and sweethearts. Many a time I have heard women say, "It's no treat for me to be given a mess of birds or a hunk of venison. I'm at a loss to know what to do with it. But you can't hurt a man's feelings."

Personally, I can't imagine anyone being ungrateful for a gift of the woods. A hunter friend of mine once said, "You eat the outdoors with your game; that's why you enjoy it so much." But I'm sure that most women would enjoy game too, if they were certain of the culinary results when handling it. Game demands careful preparation and cooking.

Duck is probably the most often provided game. Feathered game should never be scalded for plucking, but should always be dry picked and the feathers pulled downward in the direction they grow. Birds should be drawn as soon as possible after they are shot so that the flavor of the meat will not be spoiled. The method of preparing is determined by the amount of wild flavor you wish to retain. You may remove some of the wild flavor by soaking in salt or soda water for about an hour. Mallards need never be parboiled, but mud hens and teal are rather improved by this process.

Pheasants are of particular interest in certain parts of Canada and are becoming a hunting specialty. Pheasant meat is similar to chicken except it is drier. Most chicken recipes and any moist heat methods for preparing fowl are suitable for preparing pheasant.

The partridge gives us a flavor so delicate that it deserves careful treatment. The breast meat is white and of much better texture than chicken breast. Partridge is easily cleaned simply by peeling out the breast and legs and discarding the rest of the bird. Wash well in cool water to which a few tablespoonfuls of vinegar have been added. Then dry the meat thoroughly and sauté it gently in melted butter in an iron skillet. Cover for about half an hour, letting it simmer, but do not add water. When the meat is thoroughly done, season with salt and pepper, cooking the seasoning in a little. Then lift the pieces out on a hot platter. To the fryings add two tablespoonfuls of flour and add a pint of milk slowly, stirring until you have a rich smooth cream gravy. It will be a rich, brownish color. Serve your partridge with wild rice.

While the game birds are always festive, venison and moose dinners are not far behind in palatability. In venison and moose we have dark meats and distinctive flavors. If the steaks are from young deer or moose they may be broiled after rubbing with olive oil or french dressing. When roasting venison remember that it is a rather dry meat and is improved by the addition of suet, butter or other fat.

### Curried Pheasant

(For 6 servings)

Cooking Time—1¾ hours

- |                      |                                  |
|----------------------|----------------------------------|
| 1 pheasant           | 1½ T. curry powder               |
| ½ c. flour           | 3 c. broth                       |
| 3 T. fat             | 1 sour apple or stalk of rhubarb |
| 2 med. onions minced | 2 T. salt                        |

Clean and cut pheasant into 8 or 9 pieces. Roll in flour and cook in hot fat until brown, removing each piece as it browns. Cook onions in same fat in which meat was cooked. Add the curry powder with the flour. Cook slightly, add broth and stir until it boils. Replace the meat, add the apple or rhubarb and salt. Cover and simmer for 1½ hours until tender.



[Alberta Govt. photo]

A large roasted wild goose provides a tasty meal for company or family.

**YOU CAN'T MISS  
WHEN YOU GIVE HER  
ANOTHER OF THOSE  
WONDERFUL  
GENERAL ELECTRIC  
APPLIANCES!**



**G-E POLISHER** — gives a dazzling shine right into corners, under furniture and close to baseboards. Has snap-on buffing pads.

**ELECTRIC BLANKET** — featuring exclusive G-E "Sleep-Guard" control for safe, steady, uniform warmth.

**FEATHERWEIGHT IRON** — large soleplate, light weight, saves work, cuts ironing time by one third. Fabric-dial heat control.

**FRYPAN** — cooks everything . . . fries, braises, stews, bakes. Automatic temperature control — cooking guide on handle — easily washed.

**AUTOMATIC TOASTER** — toast to your taste every time — pops up high when done. In gleaming chrome with cool plastic base and handles.

**KETTLE** — with fast G-E calrod element immersed right in the water. Boils a pint of water in 2½ minutes. Just plug in anywhere.

**MIXER** — powerful, portable, light weight. Handy beater ejector . . . exclusive whipping disc . . . sit-down heel rest. Choice of four colours.

**STEAM IRON** — two wonderful irons in one. Steam or dry at the flick of a button. Easy to fill — quick to steam.

**COFFEE MAKER** — makes 2 to 9 cups. No watching — no timing. Features: brew selector — "ready" signal light — automatic stay-hot control — re-heat control.

**ELECTRIC CLOCK** — modern, accurate kitchen clock. Large easy-to-read dial in red, turquoise or yellow with matching case.

**SWIVEL-TOP CLEANER** — Clean a whole room without once moving cleaner. Features: rug-floor tool, large throw-away bag, interlocking attachments.

A day to remember — an anniversary, birthday, any gift-giving occasion will live on for years to come with a beautiful General Electric appliance. The pleasure of owning a fine possession — the pride in giving one — a new ease in housekeeping — they're all yours to give and to receive in a fine appliance by General Electric.



**GENERAL ELECTRIC  
APPLIANCES**

CANADIAN GENERAL ELECTRIC COMPANY LIMITED



Lots more...tastier too! that's why so many people go for

# MIXER MEALS

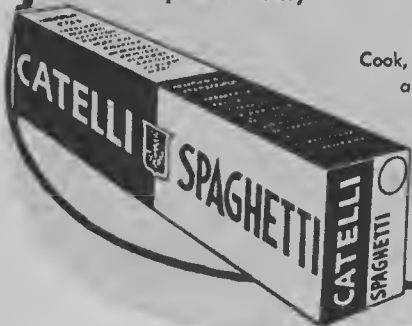
A "mixer meal" is any main dish of basic foods, combined with macaroni, noodles or spaghetti, it's *twice as good* because the macaroni product takes on the flavour of other ingredients! . . . actually lots more food, lots more flavour, at lots less cost.

Try the suggestions at the right, or look for "mixer meal" ideas in food columns or in cook books.

## TRY — BAKED SPAGHETTI WITH SALMON

8 ozs. spaghetti  
1 large can salmon, flaked  
1 cup cooked celery

Salt and pepper  
1 pint cream or evaporated milk  
½ cup grated cheese



Cook, drain and rinse spaghetti. Arrange alternate layers of spaghetti, salmon and celery. Make the top layer spaghetti and pour cream all over. Sprinkle with cheese. Bake 20 minutes in a moderate oven. (Serves 6).

## TRY —

### QUICK SAUCEPAN MACARONI AND CHEESE

8 ozs. elbow macaroni  
¼ cup butter  
2 cups grated sharp cheese

¼ cup finely chopped onion  
Stuffed green olives  
Salt and pepper



Add macaroni to rapidly boiling salted water. Cook uncovered stirring occasionally, until tender. Drain. Combine macaroni, butter, cheese, onion, salt and pepper. Cook over low heat until cheese is melted. Garnish with olives and serve piping hot. (Serves 4-6)

## TRY — NOODLES AND MEAT BALLS

¼ cup butter  
1½ lbs. ground beef  
Salt and pepper  
1 cup chopped onion  
¼ lb. mushrooms  
3 cups tomato juice

8-oz. can tomato or spaghetti sauce  
1 cup chopped celery  
Grated nippy cheese  
8 ozs. noodles



Melt butter in frying pan. Combine salt, pepper and meat and form half of it into small balls. Brown them and remove from fire. Brown rest of meat with onions, and add salt, pepper, mushrooms, tomato juice and sauce. Return meat balls to the sauce and simmer covered for 45 minutes. Pour over cooked noodles on a deep platter and sprinkle with grated cheese. (Serves 6).

Remember in cartons or canned it's

# CATELLI

## Where Game Trails End

Continued from page 60

soft bread crumbs. Stir well. Add the poultry seasoning, salt, pepper and paprika. Then add slowly the ½ c. of water, stirring well. Continue stirring while the whole cooks for about 7 minutes. Stuff birds.

### Roast Wild Duck Deluxe

Pluck, draw and wash a large wild duck. Soak duck 1 or 2 hours, covered with cold water to which has been added 2 T. salt and 2 T. vinegar. Dry inside and out and stuff with the following dressing:

1½ c. fine bread crumbs	½ c. sausage meat (pork)
¼ c. finely chopped apple	1 small onion chopped
¼ c. raisins	¼ tsp. sage or poultry dressing
Salt and pepper	

Mix ingredients. Add enough warm water or milk to lightly bind together. Stuff duck. Put in roaster, sprinkle with a little salt and pepper and place two strips of bacon on breast. Add ¼ c. water and roast at 400°-450°F for 2 hours or until done, depending on the toughness of the duck. Baste occasionally with liquid in pan. For added flavor serve with pincherry or wild grape jelly.

### Venison Cutlets in Sour Cream Gravy

(For 6-8 servings)

2 lbs. venison steak	2 T. butter
½ c. sour cream	Flour
Salt and pepper	Celery salt
Bay leaf	Worcestershire sauce

Cut venison into individual cutlets; roll in well seasoned flour; place in heavy skillet with melted butter; brown venison on both sides over medium heat. When venison is nicely browned, pour the sour cream over the meat and season with salt, pepper, Worcestershire sauce, bay leaf and celery salt. Place cover on skillet and cook over low heat until tender, about 1 hour.

### Venison Meat Loaf

(for neck, flank and shoulder)

(For 4 servings)

1 lb. ground venison	½ c. dried bread crumbs
½ lb. ground pork	1½ tsp. salt
1 egg	½ T. chopped onion
1 c. milk	

After mixing the meats thoroughly, add egg, milk, bread crumbs and mix with meat. Place in greased pan and bake for 1 hour at 350°F.

### Peppered Woodcock

(For 4 servings)

4 woodcock	Curry powder
Coarsely ground black pepper	Melted bacon fat

Blend equal parts of pepper and curry. Brush woodcock generously with melted fat, then rub liberally with pepper-curry mixture. Broil 3 inches from flame until tender and deep brown. Baste with fat while broiling. Sprinkle with peppered curry before serving.

### Perfect Duck Dinner Salad

Crisp lettuce hearts	½ c. olive oil
¼ c. red wine vinegar	Salt and pepper
	Chopped chives and tarragon

Break lettuce hearts into pieces. Put into salad bowl, dress with oil, vinegar, pepper and salt, which have been well blended. Toss lightly until each leaf is well coated with dressing. Strew with tarragon and chives. Serve the salad with the meat course.

### Marjoram and Lemon Jelly

1 c. boiling water	3 c. sugar
2 T. marjoram	½ c. bottled pectin
½ c. lemon juice	

Pour boiling water over marjoram. Cover; let stand 15 minutes. Strain through fine mesh cheesecloth. Measure marjoram infusion; add water to make 1 cup. Strain lemon juice.

Combine infusion, lemon juice and sugar in large saucepan. Bring to boil quickly. Add pectin stirring constantly. Bring to full rolling boil, boil hard ½ minute. Remove from heat, skim. Pour quickly into 4-6 ounce jelly glasses. Paraffin at once. Serve with roast goose or duck.

### Into the Freezer

Nowadays with every refrigerator having a deep freeze compartment, with home freezers and with lockers for hire at deep freeze establishments all over the country, there is a great deal less game given away and wasted. Game now goes into the freezer and the sportsman can have it all winter.

### How to Freeze Game

Firstly, check regulations to see how much you can freeze. Warm, freshly killed game needs even more prompt attention than domestic meat animals. Spoilage starts quickly, particularly in the area of the wounds.

### Big Game

Deer, moose, antelope and other big game should be bled immediately after killing and then drawn. Wipe the cavity with a clean cloth to remove any remaining blood. Do not wash with snow or water since this speeds spoilage. If it should be snowing or raining protect the carcass with canvas or burlap.

### Wrap Tightly and Carefully

Wrap carefully in moisture, vapor-proof paper especially designed for freezing. Before wrapping shape meat into its most compact form to avoid air pockets. Package meat in amounts to be used at one time.

### Game Birds

Draw birds as soon as possible. Chill so that body heat may be lost quickly. Wash thoroughly before packaging. Tie legs and wings tightly to the breast to save storage space. Wrap giblets separately. Wrap bird in moisture, vapor-proof paper and freeze. Do not stuff bird before freezing.

### Cooking Frozen Wild Game

Wild game or fowl can be cooked either in the frozen or thawed stage. Whether game meats are solidly frozen, partially or completely thawed before cooking makes no difference in their flavor, juiciness or texture. Wild game cooked while completely frozen requires a longer cooking time (half again as long) and should be started at a lower temperature to give a more uniformly cooked product.

Game meats spoil rapidly after thawing so cook at once.

### Thawing

Time for thawing is the same as for comparable domestic animals. As with other meats, thawing can be done at room temperature, with a fan, or in your refrigerator. If odor seems strong, trim off excess fat before cooking. Follow the same favorite ways of cooking your fresh game.

# Countrywoman

*Opposing views of the value of low-fat diets emphasize the need for more research, and the risks of making dietary decisions on incomplete evidence*

THERE is a certain feeling of pride in being recognized as a homemaker who provides her family with healthful, well-prepared food served in an attractive manner. Such recognition comes to the homemaker if she watches for new information about food and nutrition and uses it wisely in planning the family meals. A problem which confronts her is to sort out misleading, or contradictory, ideas about food and diets that reach her from various sources. She must try to decide whether these are fact, fad, or fallacy, and sometimes this is not easy to do.

A current decision of this kind concerns the relationship between low-fat diets and the prevention of coronary heart disease. In the event that our readers have been led to believe that low-fat diets in themselves will prevent or reduce the chances of heart disease, we think there is merit in pointing out that no clear-cut evidence, or conclusion, to substantiate this claim is available at present. Unfortunately, statements on the subject by leading Canadian and American nutritionists are contradictory.

Before presenting the opposing viewpoints, however, it might be helpful to explain the meaning of two words that are used extensively in conversation about this topic. The first is "cholesterol," which is simply a chemical compound, as is salt, or sugar, but which has a more complicated structure than either of these common substances. Cholesterol is a normal constituent of blood and all other animal tissues. It is present only in animal foods and only in association with fats. The second word is "atherosclerosis" (arteriosclerosis), which means a particular type of artery damage. In this type of damage, a patch containing a considerable quantity of cholesterol is deposited on the inside of the artery wall. Such damage, if it occurs to blood vessels in, or adjacent to, the heart, precedes what is commonly known as a heart attack.

With this in mind, let us turn now to the public statements which have been made on the subject by several nutritional authorities. Dr. L. B. Pett, chief, Nutrition Division, Department of National Health and Welfare, Ottawa, in a recent article, stated that in the face of present evidence, no sensible person who wants to avoid heart disease should eat a high-fat diet, such as most Canadians eat every day. He stated further that Canadians are getting fats chiefly from butter, shortening, lard, margarine, and almost as much from meats and fluid milk. He concluded that the consumption of fat should be cut by a third, with the idea that all the fat necessary in a diet is probably only one-half of what the average Canadian now consumes.

Another authority, Dr. Frederick J. Stare, biochemist and physician at the Harvard School of Public Health, states in direct contrast to Dr. Pett that one cannot say that fat in the

diet causes heart attacks; but rather, that the amount and type of fat in the diet may control, to some extent, the level of cholesterol in the blood, and the clotting of the blood. These are the factors affecting one's chances of having a heart attack, according to Dr. Stare.

In view of this statement one might think that if all foods providing cholesterol—that is, animal fats—were left out of the human diet, the chances of having a heart attack could be eliminated or reduced. However, the solution is not this simple, because the human body will make more cholesterol, not only from other fats but from the two other major food groups—carbohydrates and proteins. From this we can conclude that both the fat intake and the total calories consumed tend to influence the cholesterol of the blood.

Dr. E. W. McHenry, professor of public health nutrition, School of Hygiene, University of Toronto, has specialized in the field of nutrition for thirty years, and in a recent address gave still another commentary on low-fat diets. He told of a symposium that was presented on the relationship of fats to coronary heart disease, at a meeting held in the Cleveland Clinic in May. From his experience at this conference he was able to state: "It was clear that the majority of those in attendance felt that at present there is no definite evidence relating the blood level of cholesterol to the occurrence of coronary heart disease."

ANOTHER discussion of this problem took place at the meeting of the American Institute of Nutrition in April. Dr. McHenry reported that here, Dr. Hazel Stiebeling, United States Department of Agriculture, reminded delegates that there are marked differences in the incidence of deaths from coronary heart disease in the various states of the U.S.A. As an example, Dr. Stiebeling pointed out that the rate of death from this disease is much higher in Louisiana and in California than in Mississippi or Alabama, though there are no basic differences in the quantity or kinds of fat eaten in these states.

In conclusion, Dr. McHenry stated, "So, as far as I can see, there is no definite evidence at present to warrant advocacy of low-fat diets in Canada. Under some circumstances, low-fat diets can cause harm in limiting intakes of energy, of fat soluble vitamins, and of essential fatty acids. . . ."

This opinion is shared by the American Dietetic Association as it recommends long-range nutritional studies. It is indeed unfortunate that research has failed thus far to find the answer to this vital problem. Scientists in Canada, the United States and other countries are continuing their search in the hope of being able to unravel the confusion. In the meantime, homemakers should consult their doctors before deciding on dietary measures to prevent, or reduce, the chances of heart disease. ✓

## Tempting Sugar 'n' Spice BUNS



**Easy to make . . .  
delicious piping hot!**

Whether you serve them fresh from the oven for tea-time snacks, or toasted and generously buttered for breakfast, the whole family will cheer when you serve delicious, fragrant Sugar 'n' Spice Buns. They're easy to make, too, with Fleischmann's Active Dry Yeast . . . so when you bake at home, why not surprise your family with this sugar 'n' spice treat?

### SUGAR 'N' SPICE BUNS Makes 32 buns

Wash and dry  
¾ cup seedless raisins  
¾ cup currants

Scald  
1 cup milk

Remove from heat and stir in  
⅓ cup shortening  
½ cup granulated sugar

Cool to lukewarm.

In the meantime, measure into a large bowl  
½ cup lukewarm water  
2 teaspoons granulated sugar

and stir until sugar is dissolved.

Sprinkle with contents of  
2 envelopes Fleischmann's Active Dry Yeast

Let stand 10 minutes, THEN stir well.  
Sift together 3 times  
2 cups once-sifted all-purpose flour  
1½ teaspoons salt  
2 teaspoons ground cinnamon  
½ teaspoon grated nutmeg  
¼ teaspoon ground cloves

Stir the lukewarm milk mixture and  
1 well-beaten egg

into the yeast mixture.  
Stir in the sifted dry ingredients and beat until smooth and elastic. Stir in the fruits and beat well.

Work in  
2½ cups more (about) once-sifted all-purpose flour

Turn out on lightly-floured board and knead dough until smooth and elastic.  
Place in a greased bowl and brush lightly with melted butter or margarine.  
Cover and set dough in warm place, free from draft and let rise until doubled in bulk—about 1½ hours. Punch down dough. Divide dough in half. Form each half of dough into a roll 16 inches long. Cut each roll into 16 pieces. Form into balls and place 16 balls in each of two greased 8-inch square cake pans.  
Brush liberally with melted butter or margarine.

Combine  
½ cup granulated sugar  
1 teaspoon ground cinnamon

and sprinkle buns with this mixture. Cover and let rise until a little more than doubled in bulk—about 1¼ hours. Bake in a moderate oven, 350°, 30 to 35 minutes.



Needs no refrigeration  
Keeps fresh for weeks  
Always active, fast rising



## SPECIAL OFFER!

**MAKE FRAGRANT,  
COLORFUL TOILET  
SOAP...FOR LESS  
THAN 1/2 PRICE!**



SEND FOR YOUR  
"SCENT 'N' COLOR"  
KIT

**ONLY**  
No proof of  
purchase needed

**25¢**

Add this special  
"Scent 'N' Color"

concentrate while making  
Gillett's Lye soap. Get luxurious,  
fragrant toilet soap. Choice of  
jasmin, rose, lilac, lavender. Each bottle  
perfumes and colors all the soap  
you make with one regular size can  
of Gillett's Lye. "Scent 'N' Color"  
ordinarily sells for up to three  
times this price.



**MAIL COUPON TODAY!**

STANDARD BRANDS LIMITED,  
Dominion Square Bldg., Montreal.

For each "Scent 'N' Color" kit, I enclose 25¢. Please rush me, postpaid, the kit, (or kits),  
in the fragrance I have marked below, as well as simple instructions for using it.

.....Jasmin.....Rose.....Lilac.....Lavender

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

GL-177

## A.C.W.W. in Ceylon

Here are some impressions from the delegates to  
the eighth Triennial Conference of the Associated  
Country Women of the World held in Ceylon in July

**D**ELEGATES from 27 countries  
representing more than 6,000,  
000 women, met in Ceylon in  
July to attend the Eighth Triennial  
Conference of the Associated Country  
Women of the World. It was the first  
time such a meeting had been held in  
the Far East. The main Conference  
objective was to foster better under-  
standing among the people and  
nations of the world. Representatives  
of the Women's Institutes throughout  
Canada, 35 in number, travelled  
around the globe to participate in the  
deliberations, and to bring back their  
impressions and experiences to share  
with W.I. members in this country.

Many of the Canadian delegation  
visited New Zealand and Australia  
before attending the Conference, and  
while there, were guests of some of  
the local Women's Institutes. Mrs. T.  
L. Jasper, of Manitoba, along with  
Mrs. H. Summers of Ontario, enjoyed  
a few days on a dairy farm in New  
Zealand. Here the milk from 200 cows  
was being pumped directly to a sepa-  
rator with the cream going into cans  
and the skim milk being piped down  
to the pig pen. Cows were being fed  
in paddocks where an electric fence  
was used to encircle a new feeding  
area each day. Although it was winter  
in New Zealand, grapefruit, oranges,  
and passion fruit were found growing  
in every back yard.

Delegates were able to see several  
of the Women's Institutes of New  
Zealand in action. There was a Play  
Night and an Eistoford, which Mrs.  
Jasper says is a Welsh name meaning  
"craft fair." Members of one insti-  
tute sang the selections they were to

present in a choir festival. From these  
activities, delegates were made aware  
of the promotion of handicrafts and  
arts among homemakers in that  
country.

The Women's Institutes of Aus-  
tralia have, as a national project, the  
establishment of "Clubs" or guest  
houses. They are provided and main-  
tained by the W.I. with assistance  
from the government, and are for the  
use of W.I. members. Besides the  
overnight accommodation that they  
make available, the "Clubs" are used  
for handicraft weeks.

A group of Canadians, including  
Mrs. W. A. Thomson of Saskatchewan,  
joined the delegate group at Singa-  
pore, the next port of call. In speaking  
to Mrs. Thomson, when she arrived in  
Winnipeg on her way home, it was  
obvious that she had been impressed  
by the courtesy received from foreign  
airlines and the friendliness of the  
people wherever she had stopped. Al-  
though confronted with minor diffi-  
culties such as failing elastic (most of  
which rotted in two or three days and  
became useless!), rusting luggage  
hinges, and even a spot of mold under  
the crystal of her watch, Mrs. Thom-  
son had a happy smile as she enthusi-  
astically said Eastern hospitality was  
wonderful and that the Conference  
had been a success.

**I**T was through the outstanding  
endeavors of the people of Ceylon  
that this A.C.W.W. Conference  
achieved success. Every effort was  
made to facilitate the work of the  
Conference, make the visitors feel  
welcome and acquaint them with the  
history, traditions and culture of the  
people of Ceylon.

The opening day of the Conference  
was particularly impressive. His Ex-  
cellency, Sir Oliver Goonetilleke,  
Governor-General of Ceylon, in his  
welcome, paid tribute to the work of  
the Lanka Mahila Samati (Associa-  
tion of Women's Institutes of Ceylon)  
and to Dr. Mary Rutnam, who was  
born in Canada 84 years ago and had  
given 64 years of devoted service to  
his country. His Excellency appealed  
for more groups to become estab-  
lished in Eastern countries, and sug-  
gested that women are the chief  
custodians of the humanities.

The Governor-General then recog-  
nized the international gathering by  
the lighting of a lamp, a very ancient  
ritual in Ceylon as a preliminary to  
any important undertaking. To the  
Ceylonese the flame is a symbol of  
wisdom and the figure of the cock  
atop the lampstand is to remind  
people that good undertakings should  
be started early—at cock crow.

**C**EYLON Day will long be remem-  
bered as a highlight of the  
A.C.W.W. Conference. Dr. Mary Rut-  
nam, honorary life president of the  
Lanka Mahila Samati presided over  
the opening ceremonies. She spoke of  
the contributions of the Tamils and  
the Singalese to the culture of Ceylon,  
and expressed a hope that they would  
continue to work together.

**STRETCH**

**BEND**

**REACH**

**NuBack\***

STRETCHES, BENDS, REACHES WITH YOU  
THANKS TO ITS FAMOUS "ACTION BACK"

**NU-BACK**

**NOW**

*Sanitized\**

Laboratory tests prove that Sanitized gorments:

- Are safe from perspiration odors.
- Stay flower-fresh—last longer.
- Retain their deodorizing effect through repeated washings.

DOMINION CORSET CO. LTD.

\*Trade Marks Reg'd.

**NuBack — THE FRONT-LACED CORSET DESIGNED FOR ALL FIGURES**

Prime Minister S. W. R. D. Bandaranaike gave the official welcome on Ceylon Day. He said that differences must be settled without war, and challenged women to take the lead in being tolerant and understanding. The A.C.W.W. president, Mrs. Alice Berry of Australia, spoke of the power and responsibility of the individual. Messages of welcome were brought from representatives of the nine provinces of Ceylon, each telling a story of an undaunted woman who fought to preserve an age-old culture. Dressed in richly tinted saris and carrying provincial flags, these women made the already flower-bedecked platform even more colorful.

Greetings from 27 member countries were presented. Probably the thought expressed by Mrs. J. W. Adams of Saskatchewan, leader of the Canadian delegation, was in the minds of everyone when she said: "I hope the beating of the drums will symbolize rhythm, ever forward, for home and country."

Ceylon Day continued with a visit to Sri Lanka Dara, a school for girls. A typical Ceylonese lunch was served in a unique manner. It was wrapped in a banana leaf and included a hard boiled egg. The informality of the occasion provided an opportunity to meet with many Lanka Mahila Samatis who were present from all across Ceylon.

Culmination of the special day was the presentation of a ballet depicting the history and tradition of Ceylon. Written especially for the event, it was called the Spirit of Mahaveli. The banks of the Mahaveli River, the longest river in Ceylon, provided the story setting.

INTERESTING experiences at the Conference were an everyday occurrence. However, Mrs. Jasper thought that her visit to the Manitoba Model Center, established by U.N.E.S.C.O. gift coupons, was one of the most outstanding. Such centers are a direct result of the decision at the 1953 A.C.W.W. Conference in



[Manitoba Women's Institutes' photos.]

*Singing and playing of drums is an interesting part of the culture of Ceylon. Center is Mrs. A. Berry, president of A.C.W.W. talking with Ceylon hostess.*

Toronto to take part in the U.N.E.S.C.O. Plan project. A visit to any one of the establishments brings a sincere welcome from the village people, and an expression of their heartfelt appreciation. The centers contain a collection of nursery equipment, including toys, kiddy cars and sand boxes, and even toy cups made from coconut shells. They provide girls with training in sewing, handicrafts, cooking, gardening and curing of meats and fish. Canada was the top contributor of gift coupons for these model centers which help the Lanka Mahila Samati carry on its work in the rural areas of Ceylon.

Another outcome of the 1953 Conference in Toronto was the presentation of a survey report on the organization and administration of the A.C.W.W. Although action on this report was deferred to the next Conference, there was acceptance of the principle that the administration be made more representative and re-

sponsive to the wishes of the member societies.

An appeal was made for more subscribers for the A.C.W.W. magazine, "The Country Woman," and a committee was set up to study the circulation, financing and make-up of the publication.

Resolutions passed at the Conference called for:

- Governments to concentrate on the development and peaceful use of atomic and thermonuclear energy for the universal good of mankind.
- Increased sponsorship of exchange visits among Women's Institutes of different countries.
- The censorship of films, so that they will not prove detrimental to the promotion of good will among people of all nations.

Every delegate will agree with Mrs. Summers when she says, "It will be an unforgettable Conference, with the program centered around the United Nations and its specialized agencies." Program speakers told of the activities and projects of U.N.E.S.C.O., F.A.O., U.N.I.C.E.F., and W.H.O., and urged country women to put their strength behind these organizations. This challenge was emphasized in the round-table discussions which were also related to the United Nations.

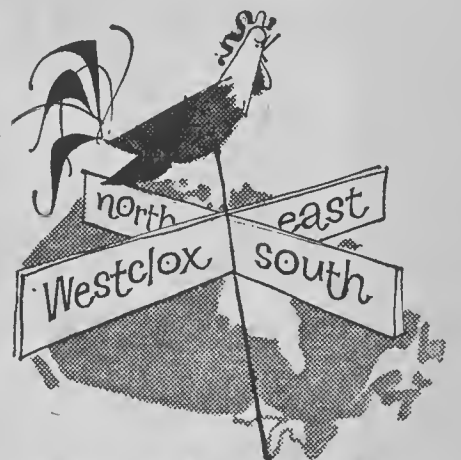
"More than ever delegates were impressed with the need to support United Nations and its specialized agencies in the interests of better relationships the world over," Mrs. Summers stated.

The 35 Canadian delegates have returned from the Conference the long way home, having paid visits to Bombay, the Middle East, Rome, Geneva, Paris and London. As Mrs. Jasper says, "So much has happened, we have become saturated." These women are ready to share, with the rural women of Canada their newfound experiences, their broader outlook and their greater appreciation of women in other nations. In so doing they will foster greater understanding among members of the Associated Country Women of the World. V

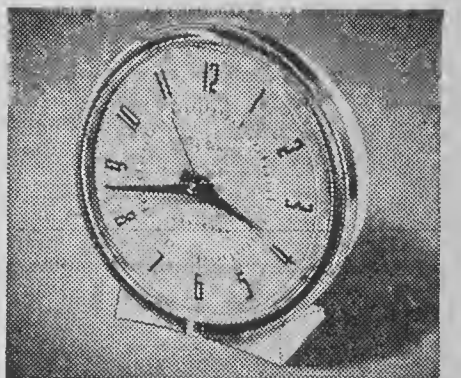


*Canadian delegates attending the conference included: Back row—Mrs. T. L. Jasper, Man.; Miss Frances McKay, Man.; Mrs. J. H. McCulloch, Ont.; Mrs. A. Fell, Sask.; Miss R. R. Caldwell, Que.; Miss Helen James, CBC; Mrs. I. E. Blackley, B.C.; Miss L. Petty, Ont.; Mrs. G. Wilson, Ont.; Mrs. T. W. Lemay, Ont.; Mrs. A. L. Gibson, Ont.; Mrs. I. Ball, Ont.; Mrs. A. E. Barber, Ont.; Miss E. Neelands, Ont. Second row—Mrs. W. R. Forrester, Man.; Mrs. W. L. Clark, Sask.; Mrs. G. D. Harvey, Que.; Mrs. A. Shaw, B.C.; Mrs. H. Summers, Vice-president of A.C.W.W.; Mrs. J. W. Adams, Area Vice-president, A.C.W.W.; Mrs. G. G. Maynard, Ont.; Mrs. T. H. Howes, Alta.; Mrs. C. Armstrong, Alta.; Mrs. H. Moreau, Que.; Mrs. S. Gummow, B.C. Front row—Miss R. Ducie, Sask.; Miss E. M. Bruce, B.C.; Mrs. M. Kripps, Sask.; Miss F. P. Eadie, Ont.; Mrs. I. Davey, Ont.; Mrs. W. A. Thomson, Sask.*

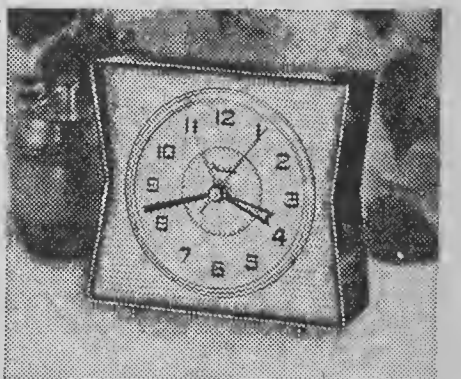
across Canada  
Sept. 28 to Oct. 5



**WESTCLOX  
WEEK**



**BIG BEN.** World's best known alarm clock. New, modern styling. Choice of colors. Spring-driven (quiet tick, soft or loud alarm) or electric. Metal case, non-breakable crystal. \$7.95. Luminous, \$8.95.



**DASH.** Electric alarm. Dramatic black and gold colored case. Steady alarm. Non-breakable crystal. \$6.95. Luminous dial, a dollar more.



**ADRIAN.** Shock-resistant, anti-magnetic. Sweep second hand. Stainless steel back, metal expansion band, \$10.95.

**COQUETTE** for the ladies. Small, sport-styled gold color case... crisp modern dial. Shock-resistant, anti-magnetic, tapered leather strap. \$12.95.

**WESTCLOX\***

the makers of **BIG BEN\***

Western Clock Company Limited  
Peterborough, Ontario

\*Trade Mark Reg'd.





**HIDE DEAFNESS** as never before

**Give Hearing in BOTH EARS**

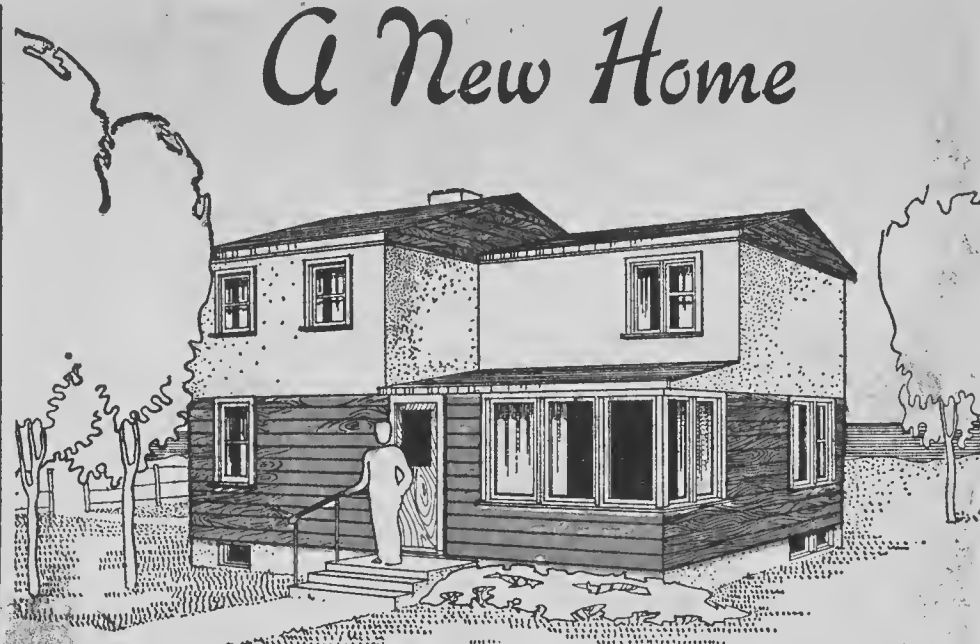
*plus* ALL THESE FEATURES

- No receiver button in ear.
- No cord.
- No attachments behind ear.
- Nothing to hide.
- Amazingly light, comfortable.
- Hearing aid hidden inside glasses. Tiny, almost invisible tube carries sound to the ear.
- Full range, full dimensional, higher fidelity hearing.

Mail coupon  
today for  
**FREE BOOK!**  
No obligation!

Beltone Hearing Aid Co., Dept 4-432  
P.O. Box 52, Rosemount, Montreal, Que.  
Rush me in plain wrapper FREE book that reveals  
how only Beltone Hearing Glasses hide deafness as  
never before, give hearing in BOTH EARS, and pro-  
vide other amazing benefits.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ Zone \_\_\_\_\_ Prov. \_\_\_\_\_



... despite  
low quotas and high water

THE little grey home in the shade of the maple trees was long past retirement. It had sheltered several generations and in recent years had seemed to falter even as a shelter. It was time to build, so the Sidney Provens, of Clanwilliam, Manitoba, took down from a high shelf the book of dream houses.

Here was an interesting house plan, printed in The Country Guide way back in 1950, and ripped out for possible use when they could afford to build. Mrs Proven wrote The Guide office, "Is this plan still available?", and not too long after received the blueprints in the mail.

The house plan, fifth in a series done especially for The Guide by architect Edwin Raines, University of Manitoba, was of a compact two-storey structure, planned to give flexibility in living, dining, and study areas, with a bonus of adequate storage areas and minimum hall space.

Mr Proven was a strictly amateur carpenter, but he undertook to erect the home. Son Don assisted, and quite a number of the boards were hammered into place by daughter Ruth.

The first year the rains slowed down construction. The second year a need to budget dollars held back the builders. The harvest was moving very slowly to the elevators, and farmers everywhere had to economize accordingly. The Provens had been fortunate in that they could take out a quota lot of timber from nearby Riding Mountain National Park, having it finished at a local lumber

mill. All their basic lumber was acquired in this manner, and hence they were able to save considerable money.

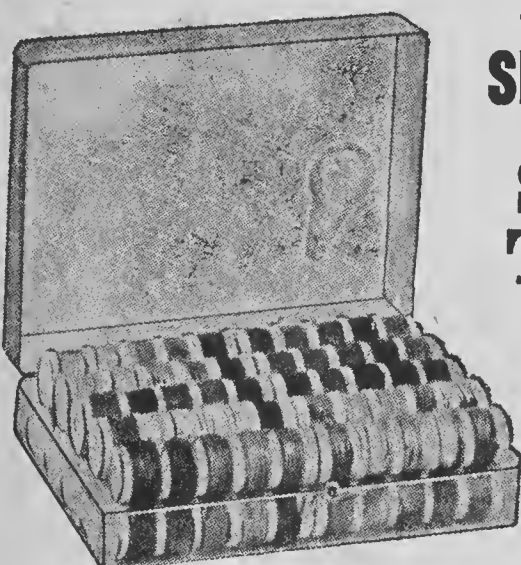
SLOWLY the building rose according to The Country Guide plan. As it took shape, neighbors stopped to ask, "Isn't this going to be too large for you?" It was a big house, 25 by 32 feet, with an extra upstairs bedroom placed where the architect had left space for a sun porch, or, if desired, exposed main floor roof. The Proven family is spreading out, but out of the district. One works in the Alberta oil fields, another is apprenticing as a forest ranger in Ontario, a third lives in Vancouver, and now Ruth plans to leave this fall to get work on the Pacific coast. Only Don will be living at home. "Oh well, we'll have room for the grandchildren when they come to visit," Mrs Proven consoles.

The downstairs will be a pleasure to live in. Rooms are spacious, and the walls are finished with decorative plywood. In some rooms it will be painted, in others left natural with protective glossing. They plan to have inlaid linoleum, but in what color Mrs Proven hasn't yet decided. "I've changed my mind so often in the years since we began this," she excuses. "It all depends on the grain shipments," Mr Proven explained further.

The house has many windows, and another wonderful feature, stairs that rise gently and are easier than the usual to climb. They had planned to install a waterworks system, piping it



From Country Guide blueprints, Mr. and Mrs. Proven saw a dream house rise.



**Wholesale Clearance**  
**SEND NO MONEY**

ALL ORDERS C.O.D.

**SEWING**  
**THREAD**

100 Wooden Spools

Only **2c** Per Spool

90 Different Shades and Colors—  
Easy to Match Any Fabric

Fine Quality American-made  
Mercerized Thread

Comes Packaged with a FREE  
NEEDLE THREADER in a Beautiful Plastic Jewel Case

Just send your name and address  
and pay post office \$2.00 plus 9c  
postage when package is  
delivered.

**SEND NO MONEY**

**Matching Thread Co. 3482 Dunbar Street**  
**Vancouver 8, B.C.**

Ask about a  
Personal  
Chequing Account

The NEW Thriftier way  
to pay personal bills by cheque.  
Available at all branches.

**THE ROYAL BANK OF CANADA**



in from the outside well. Then the picture suddenly became complicated. While digging in the basement, the Provins struck water. Others in the community have experienced trouble with seepage in the basement in recent rainy years, but the Provins apparently hit the jackpot with what seems to be a well. What to do now? At the moment they have a pump working regularly to keep moisture down, but it looks very much as if the waterworks will be a built-in feature of this new home. Until a decision is made, the deep freeze, which was relegated to the basement because of its very large size, is high on blocks, away from damp ground.

Whatever else happens, Mr. Proven hopes they can move into the new house by the end of the year. When he makes statements like that, Mrs.

Proven affixes him with a determined look and states, "I'm not staying in that old house another winter!" She will move in this autumn, with or without the inlaid linoleum, the dream trimmings, or running water in the basement. ✓

## New Things from Old

**I**F you have some old picture frames that you are ready to discard, don't! Old picture frames lend themselves to transformation into pretty and useful objects.

Perhaps it's an oval frame you're thinking of throwing away. Cut a piece of plywood to fit the entire back and fasten it securely. Paint it a bright color and you will have an attractive serving tray. ✓

A heavy, ornate frame can be made into a shadow box, by building a shallow wooden box to place behind it. If it is a large enough frame, shelves can be built on the inside of the box. A little paint will make it a handsome piece on which to place some of your ornaments. If it is a small, but heavy frame, make the box but leave out the shelves. By fitting a mirror in the back panel, you will have a lovely setting for your favorite ivy plant.

A bulletin board is handy in the kitchen, above a desk, or wherever you want to pin up notes or clippings. An old picture frame can be used for this purpose. All you need to do is back it with beaver board and paint it to match your room. ✓

Something for your desk can be made from wooden cigar boxes. Paint them to harmonize with your room. Letter with gold or with nail polish: "Answered" and "To Be Answered." They are a wonderful way to keep your mail straight.

A candle centerpiece can be different when it is made from an old muffin tin. Spray the old muffin tin with gold paint. Fill the cups with ends of old candles. Trim with shiny green leaves and satin bows. It makes a novel centerpiece for any occasion.

Clever snack buckets can be made from children's sand pails. Paint them with enamel—black is very modern. Decorated with a monogram or flower picture you'll be proud to serve nuts, pretzels and snacks in them. ✓



Wynken, Blynken and Nod one night, sailed off in a wooden shoe . . . warm and cozy, their night-togs bright, brought happy new dreams in view



Home sewing enchantment  
by-the-yard  
in fall's favourite fabric

# TEX-MADE FLANNELETTES

What a joy to sew these downy flannelettes, . . . they handle so smoothly, seem to make your needle fly! And what a pleasure it is to build a warm-as-toast winter wardrobe for all the family while you save on every garment.

Just wait till you see the wonderful new colours and prints available in Tex-made Flannelettes this fall . . . you'll want to make at least one nightie, shirt or brunch coat out of every single one! Wonderful for wear,

Tex-made Flannelettes wash like magic, too! Look for new Tex-made fabrics now in your favourite store and mail order catalogues.

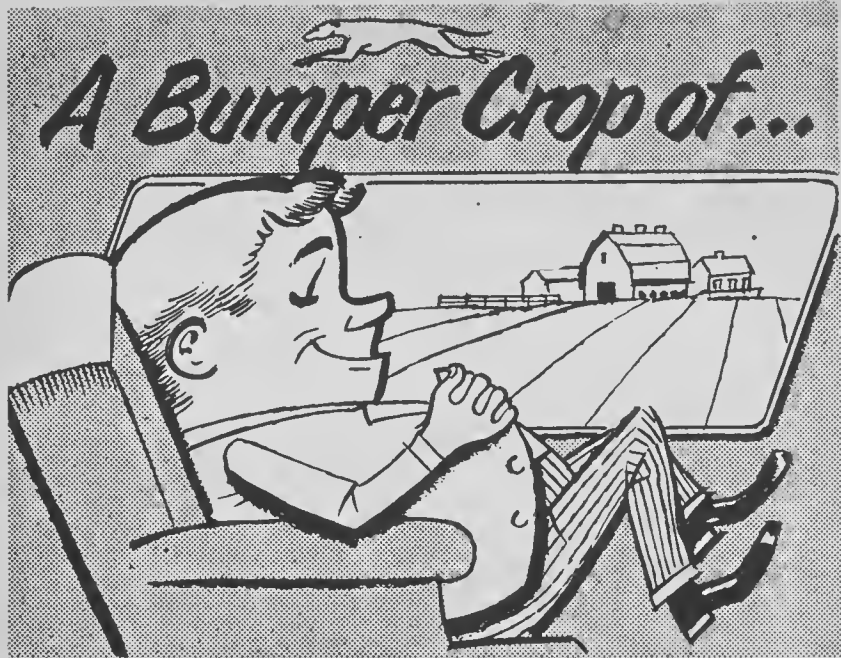
Illustrated above, Wynken (right) wears pajamas of colour-fast Suedene stripe; Blynken (left) sports a sleeper of Acadia. Nod, their sister, looks her dreamiest in flannelette robe and nightie of Acadia. Sewing patterns by Butterick. Pajamas #6429; Sleeper #6237; Nightie #8251; Robe #8252.

CANADA LIVES BETTER WITH



DOMINION TEXTILE COMPANY, LIMITED,  
1950 SHERBROOKE ST., W., MONTREAL, QUEBEC.





## GREYHOUND Bargain Fares

### SEPTEMBER BARGAIN EXCURSIONS

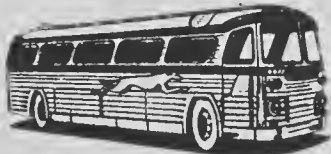
Good Going. Sept 16-17-18. Return Limit Sept. 28, 1957

From	To	Winnipeg	Regina	Calgary	Vancouver
Calgary		\$24.60	\$14.65	—	\$19.00
Edmonton		\$24.60	*\$24.70	*\$ 9.65	\$22.80
Saskatoon		\$14.55	*\$ 9.20	\$12.35	\$31.35
Regina		\$10.95	—	\$14.65	\$32.55
Brandon		\$ 4.15	\$ 6.85	\$21.45	\$39.40
Winnipeg		—	\$10.95	\$24.60	\$43.50

\*Good for six months return.

For full information contact your local Greyhound Agent  
or Independent Travel Agent.

## GREYHOUND



"It's such a comfort to  
take the bus . . . and  
leave the driving to us!"

## SON and PARTNER

Handing over your farm to your son when you want to retire can be a complicated business. Or if you should die, your widow and your son may suffer hardship and financial loss before the estate is finally settled.

A father and son partnership agreement fully protected by life insurance provides a simple solution to these problems. Then you are guaranteed full value for your farm when your son takes over. If you die your son gets clear title to the farm and your widow will have an income for life.



Ask our representative in your community to tell you about this profitable partnership between father and son.

THE  
**MANUFACTURERS LIFE**  
INSURANCE COMPANY

87-57

## The Snap

by ELSA LONGSTREET

MY father raised his family with unflinching honesty as his standard. We had no cloudy ideas of right or wrong, or if we did, we soon lost them in the face of his decisive actions. Today, when arguments on environment's influence on delinquency rage through the country, I often recall my brother's experience with *The Snap*. Now that he is a grown man holding a responsible position, he will neither take a single piece of office paper for his personal use, nor tell the little white lies we all sometimes have to resort to in order to make life livable. We had almost forgotten the story of *The Snap* until he recalled it one Christmas when we were assembled for the holidays. I think he would approve of me telling his story.

How many years ago has it been since my father took me to one of his auction sales? It must be 30 years or more. It was my idea of heaven. I would be down in the crowd watching him on the stand, auctioning perhaps a thousand dollar piece of machinery or a bawling calf, his cane raised in one hand and his nose red with exertion. Strange as it may seem, I always thought of my father as a big man. When he was measured for his first custom-made suit (on the occasion of my sister's wedding, at her insistence) he proved to be only five-foot seven inches.

Anyway, there he was, at the center of all the hustle and commotion that goes with a country auction sale. I was just a small boy, there only by my own insistence and father's good nature. I had sampled the free lunch, inspected the livestock and household furnishings, and sat in the seat of a binder.

I was now engaged in going through a pile of miscellaneous harness equipment and hardware. This would be sold at one of the "in-between" periods of the sale, perhaps going in bunch lots selling at nominal sums. Then I saw it, a harness strap, such as was used to fasten one line to another. I recalled my father's voice that morning, "Ross, haven't we got a decent snap in this collection of junk I call my barn?" I picked out the newest snap I could find in the collection and put it in the pocket of my overalls. My attention was diverted just then by the arrival of an automobile, one of the first I'd seen, and I ran out into the yard.

It was late that night when we started for home. The proceeds of the sale had been counted. Father had been given his fair percentage, which he increased considerably in a game of poker. Just as I was dozing off to sleep to the "clap-clap" of our team I felt the snap in my pocket. "Say Dad," I said waking up instantly, "here's something you've been wanting." And I gave him the snap.

He held it in his hand for the rest of the ride home, saying nothing. When we arrived he paid scant attention to my mother's greeting, but called for pen, ink and paper. As she tried to hurry me to bed, he called me to the table where he was sitting. "Ross, take up the pen and write what I tell you."

I was puzzled, but I picked it up and dipped it in the ink. Slowly he put the snap on the table in front of me. "Did you pay Mr. Schroeder for this?" I shook my head. "Did he give it to you?"

"No," I whispered.

"Then you have stolen it!" My mother made useless gestures but he went on with a torrent of sound. "So you will write Mr. Schroeder, tell him you are a thief and that you are sorry, and send him the money."

"I won't," I shouted back. "No one wanted it and I took it for you."

"You will stay here until you write the letter," he shouted. We sat on either side of the table glaring at each other. He pushed the ink toward me; I pushed it back, he pushed it forward again.

I had never been up this late before. It was past midnight. I reached for the pen, dipped it in the ink and slowly began to write.

"Dear Mr. Schroeder, today at your sale I stole one of your harness snaps . . ." I hesitated.

"In return for which I enclose the full catalogue price," he prompted me.

And then, out of the handful of change he held, he slowly picked out three bright shining pennies and slid them across the table to me.

So ended my brother's last bow to demon thievery. V

## Household Hints

An extra, empty ice cube tray comes in handy when you want to chill something in a hurry, such as shrimps for a salad.

Prevent your cookbook covers from becoming stained by coating them with transparent shellac. A damp cloth or sponge will take off any food-stuffs which get spilled.

To avoid the nuisance of getting paint on your hand and arm when you are painting a ceiling or other high places, punch a hole in a paper plate and fit the paint brush handle through it.

The inside of your salt shaker's metal top won't rust or tarnish if you paint it with nail polish. When the lacquer is dry, push a pin through the holes.

To keep frost from forming on windows this winter, rub the inside of the panes with a solution of an ounce of glycerine in a pint of rubbing alcohol.

Clip your recipe card between two clothespins. It will stand up so you can refer to it in a jiffy.

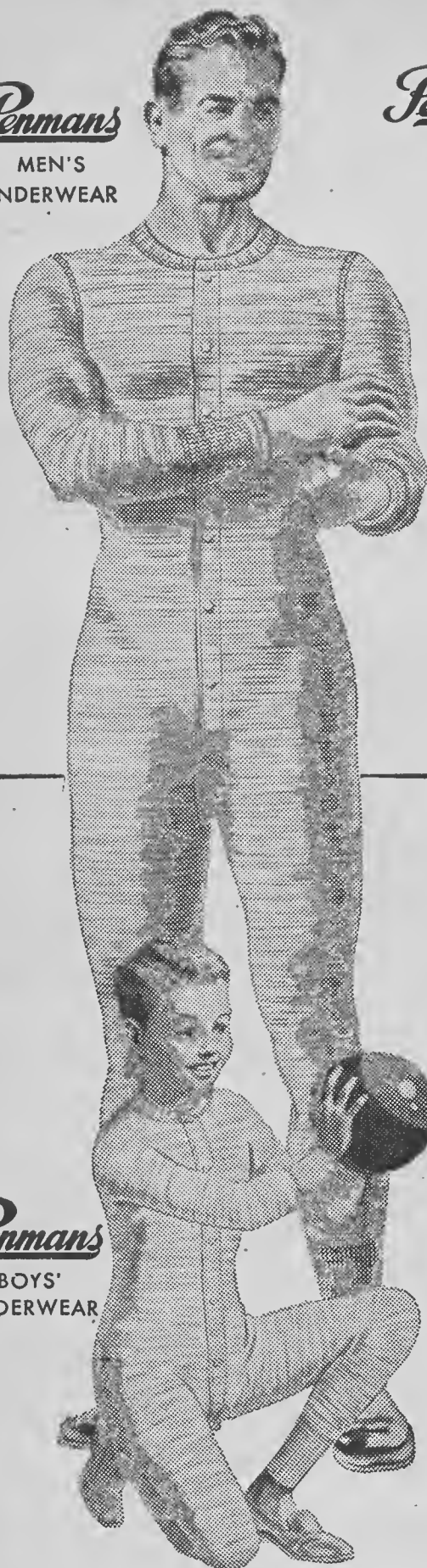
Grating cheese causes a sticky grater. Try freezing the cheese and then grating.

Curry is made by blending at least eight different spices. The basic ones are tumeric, black pepper, whole ginger, cinnamon stick, garlic, coriander, caraway seed, onions and chilies.

If cloves of garlic aren't available, you will find that one-eighth teaspoon of garlic powder would substitute in a recipe for one clove of garlic. V

*Penmans*

MEN'S  
UNDERWEAR



*Penmans*

SWEATERS



A SYMBOL OF QUALITY



FOR OVER 88 YEARS

*Penmans*

WOMEN'S  
UNDERWEAR

*Penmans*

GIRLS' UNDERWEAR



*Penmans*

INFANTS'  
UNDERWEAR

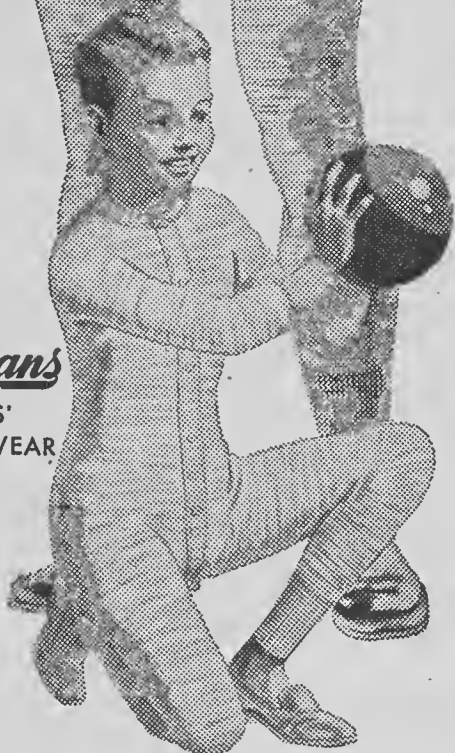
*Penmans*

DRESS AND  
SPORT SOCKS



*Penmans*

BOYS'  
UNDERWEAR



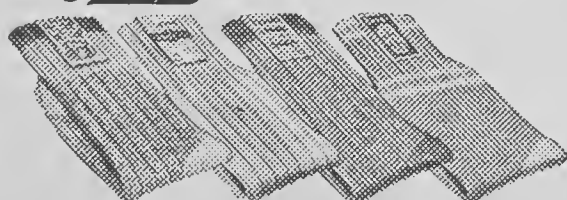
*Penmans*

MEN'S AND BOYS'  
T-SHIRTS



*Penmans*

WORK SOCKS



*Penmans*  
UNDERWEAR • HOSIERY • T-SHIRTS

**YOUR DOLLARS BUY BETTER FIT,  
MORE WEAR AND LONGER SERVICE...**

People who look for value *and* quality when they shop make sure they buy garments with the PENMANS label. They know the Penmans tradition for fine knitted wear ... famous since 1868 ... is their best guarantee of getting the most for their money.

GP6-5

Other *Penmans* products: Penmans Golf Hose, Penmans Mitts, Merino "95" Underwear, Merino "71" Underwear, Fleece-Lined Underwear





### Only 10% Down — 18 Months to Pay Write Today for Details

Yes, you too can enjoy all the conveniences of running water now, while you pay for it during the next year and a half. The Emco Budget Plan will cover Duro pump, tank, pipe, kitchen and bathroom fixtures, taps in all farm buildings plus installation.

CONSULT YOUR NEAREST PLUMBING  
CONTRACTOR OR WRITE TODAY TO...

57-11

Advertising Department 25,  
Emco Limited,  
London, Canada

Please send me information about Duro Water Systems and the EMCO Budget Plan.

NAME.....

ADDRESS.....

plan ahead... with **EMCO** **EMCO LIMITED\***  
LONDON, CANADA  
16 BRANCHES ACROSS CANADA TO SERVE YOU  
\* Formerly Empire Brass Mfg. Co. Limited

## No Douche Protects Like Zonitors — Women Find!

Gynecologist Reports On New, Easy—More Positive Method  
Of Feminine Hygiene—Provides Continuous Protection

New York, N. Y. (Special) At last, science has developed a method of feminine hygiene a woman can use with confidence because it gives the germicidal protection of an antiseptic douche; but does it immediately and for a prolonged period—as no douche can. So quick and easy, this new method depends on remarkable vaginal suppositories, called Zonitors.

Once inserted, Zonitors dissolve gradually, coating tissues with a protective film which lasts for hours—and are ready to work instantly. Zonitors guard against—destroy odors completely, too—helping to maintain a high degree of comfort, convenience, safety and personal daintiness not possible with

ordinary douches.

Zonitors' amazing effectiveness is due to one of the most potent antiseptic principles ever developed—the discovery of a prominent surgeon and chemist

### Doctor's Discovery—Hospital Proved!

Zonitors were thoroughly tested in a large Eastern hospital. The supervising gynecologist pronounced them unusually effective, yet safe and non-irritating. They are now available without prescription in most local drugstores.

Zonitors are greaseless and stainless—cost little for 12 dainty, snow white vaginal suppositories, individually packed to carry conveniently in a purse.

## Teen-Age Behavior

*Why are modern teen-agers disobedient and inconsiderate, and a constant trial to their parents? An answer is found in a small western community*

by RUTH GILL

**T**ODAY'S young people are definitely a problem, or so their parents would have you believe. Why would a youngster want to copy a popular singer's unattractive style of dress and haircut, and what makes him suddenly rebel against school, police or home authority? There are loud sighs over the teen-ager's persistent use of such terms as "crazy mixed-up." Why does the child use such slang the parents fret, when the English language is full of expressive words like "confused" or "bewildered."

With a mind that is just beginning to register moral right and wrong, today's adolescent can perhaps find no better word than "crazy mixed-up" to describe the world around him.

He sees news reports of police chiefs collaborating with crime leaders, yet is expected himself to respect law and order; he is asked to be considerate of others, yet the hero of the day may be a businessman who reached the top through thinking first of himself. The youngster is taught by church and home to be restrained and discreet in sex matters, yet his parents often bring lewd books and talk, and perhaps actions, into the home, and the church asks all to forgive the sinner.

The teen years are also full of great inner conflict. The youngster one day feels hilariously happy, then indescribably dejected; he may like what he sees and hears, then disapprove loudly and be impatient with those who do not agree. His opinions are always strong... psychologists explain that unconsciously he is exploring and sorting out the convictions that will guide him through life.

If his liveliness leads the teen-ager into committing a wrong, the elders of the community cluck despairingly and lament "this new generation doesn't have the moral strength that we had." The youngster feels shamed and resentful, and in some cases rebels further just to prove to the world that he is strong and clever. A few steps more, and he meets up with law enforcement officers.

**W**HAT is responsible for the annoying actions and behavior of young people? Not long ago a comparatively new Saskatchewan community faced squarely this age-old problem. Here it shall be nameless.

The best way to get a fair answer seemed to lie in looking at the district through teen-age eyes. The Home and School Association assumed this responsibility, and appealed to the high school students to answer their plain-spoken questionnaire. The questions asked were along these lines: "What do you think

of your community? Do you look forward to being an adult? Why? Do you think your parents are fair, too strict, or too lax? What do you consider most important in your home—a well-kept house, good clothes, proper food, love and affection, spending money, money for further education, or understanding parents?" No signatures were required on the replies.

The result was a little shocking. A great majority of the young people wanted more affection and understanding from their parents. The parents agreed that often they are tired and cranky after a day's work, and therefore not too anxious to hear a child's problems, but they countered with the statement that the youngsters won't discuss things anyway. In fact, the parents often feel guilty of prying.

The students made mention about their town looking drab. In reply, the Home and School Association stated, "You are not able to give money and materials as your parents did, but we badly need your youth and enthusiasm to plan and carry out community activities. The rink and ball park are ready for you. Where is the music coming from for your future parties and dances? Some of us who provide the music now are beginning to feel a bit old; we don't like too many late nights. Perhaps you could also help us when spring comes, to beautify our homes by planting flowers and keeping the grass neat and trim? Perhaps you could do a bit of painting, too. Once you start to take some responsibility for activities you will probably come up with some excellent ideas."

**T**ODAY everyone in this small Saskatchewan community tries to co-operate, and any improvement in home-adolescent-school relationships can be attributed wholly to this "trying." For instance, little children of age six and up were smoking in the streets. The Home and School Association cracked down on them, enlisting the co-operation of teachers, parents, the cafes and stores. There is no evidence now of any smoking by such youngsters.

The high school students who had filled out the searching questionnaire were interested in hearing the results. They were reassured that their age group is regarded as important in the district and in their homes. There was no longer any need to force recognition of themselves.

The parents also have respected the questionnaire findings. In the words of one of the Home and School members, "I have a feeling that we are raising a better generation now. It is like a cycle that is finishing its turn, at least out here. We hope that the cities will solve their problems, too. It's the parents who have to solve them, because they are raising the material and letting the good grow into the shoddy."

Those who had hitherto conceded that the district had real problems with juvenile delinquency now began to view the teen-ager as he really was... a sometimes bewildered individual, not quite an adult, and certainly not an irretrievable hoodlum.

# Wardrobe Extras

*Clothing items that are not necessities but simply nice to have for occasions when something special is desired*

by ANNA LOREE

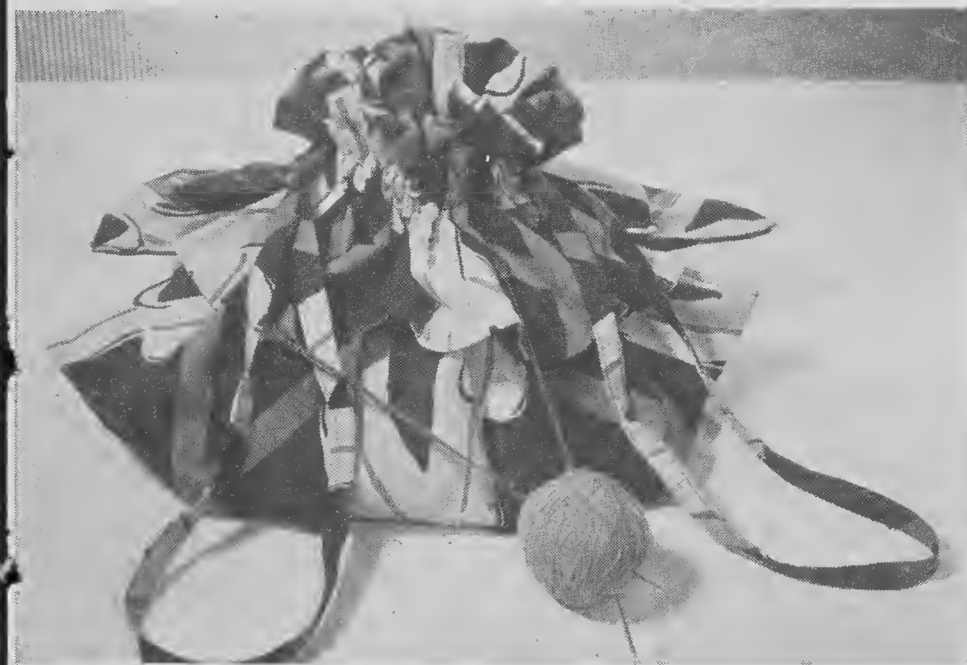


No. P.C. 6055

Dainty, and dutiful, this camisole blouse crocheted from six-cord cotton fits comfortably under a suit jacket, or teams with a pretty swing skirt to look cool at an early autumn dance. Instructions are given on pattern sheet for sizes 12, 14 and 16. Materials required: 4 large balls of size 20 six-cord white crochet cotton, No. 9 steel crochet hook, two small buttons,  $\frac{3}{4}$  yard white elastic,  $\frac{5}{8}$  inch wide. Self-beading adds special interest to neckline and shoulder straps. Design No. P.C. 6055. Price 10 cents.

No. S-ST-2

For the increasingly popular square dance hoedowns, an Allemande skirt. This one is made from  $3\frac{3}{4}$  yards printed cotton, 36 inches wide, with the skirt apron trimmed with sequins, beads and velvet bows. Other materials: one zipper, 7 inches long; 2 hooks and eyes; 3 yards velvet ribbon,  $\frac{1}{4}$  inch wide; one package bronze sequins; one tube bronze beads; 5 spools mercerized sewing thread. Design. No. S-ST-2. Price 10 cents.



No. S-E 2454

Extra large knitting bag can be cut from drapery or upholstery fabric, and made quite handsome with self-ruffle and drawstrings. Materials required:  $1\frac{1}{2}$  yards of drapery or upholstery fabric (47-48 inches wide), mercer-

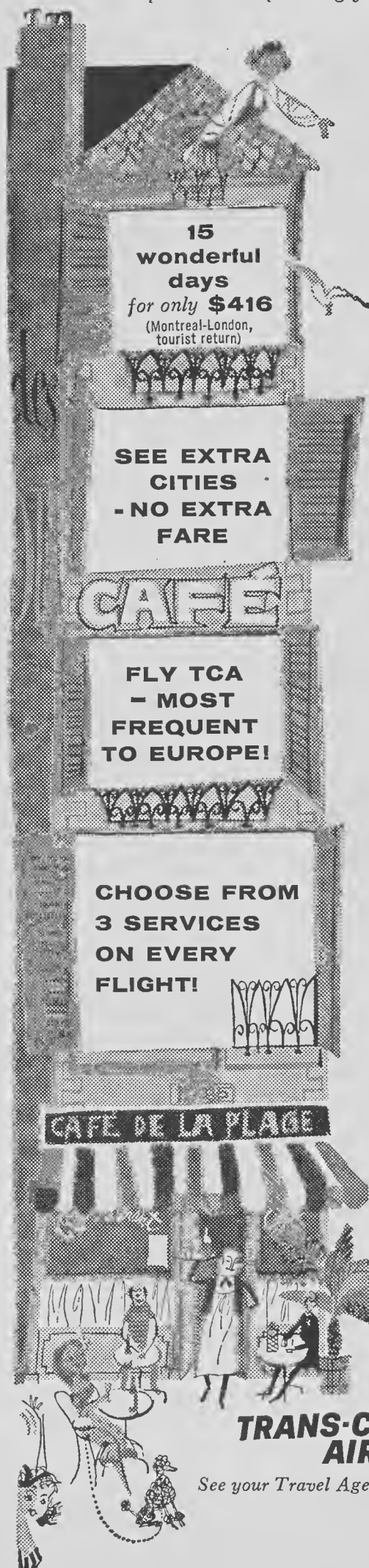
ized sewing thread to match. Sewing is greatly simplified by the inclusion on the pattern sheet of diagrams illustrating each important step in making such a knitting bag. Design No. S-E 2454. Price 10 cents.

Address orders to The Country Guide Needlework Department, 290 Vaughan Street, Winnipeg 2, Manitoba.

## See Europe this Fall at TCA Bargain Fares!



*Europe's fun in the Fall . . . and less crowding means that you take your pick of the best accommodations — at lower prices! Start planning your trip now.*



**SAVE \$97 WITH TCA's 15-DAY EXCURSION FARE!**  
Leave any day — enjoy the same service as at regular fare.

*For instance if you're going to Rome, you can visit as many as 17 extra cities, at no extra fare.*

*TCA takes you overnight, any night — you can leave any day that fits your plans.*

*Go how you want — De Luxe, First Class and Tourist on every flight.*

**"FLY NOW-PAY LATER"**  
A low down payment gets you on your way — budget the rest of the fare.

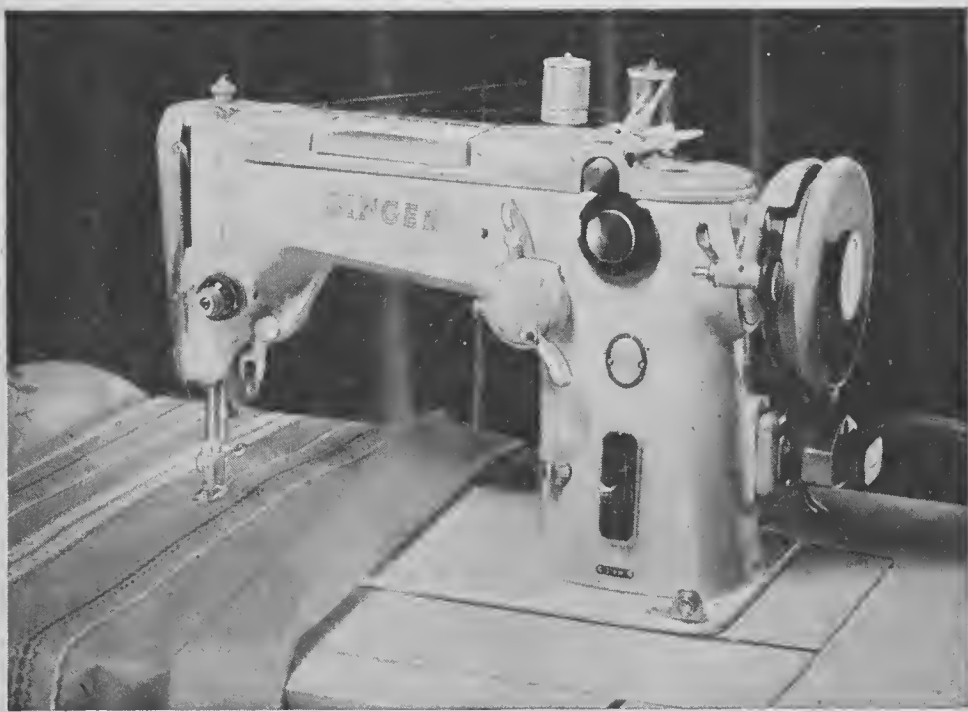
**TRANS-CANADA AIR LINES**



See your Travel Agent or TCA Office



You won't believe your own sewing on  
The exciting  
**SINGER** Automatic  
with FINGER-TIP control



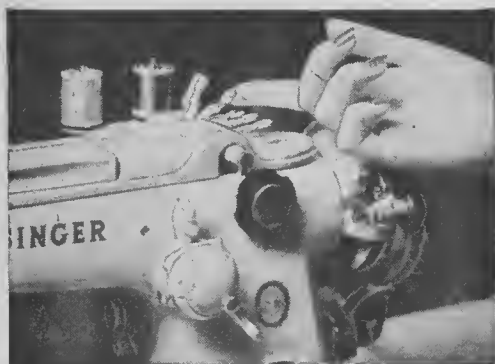
## Hundreds of fashion stitches with the flick of a lever!

With this amazing SINGER\* Sewing Machine, you can do more kinds of decorative stitching — more simply — than you ever dreamed possible!

Straight sewing too, is smoother, surer. Twin needle

for two-colour sewing . . . new wide-range speed control . . . every deluxe feature you could ask for!

The SINGER Automatic comes in beautiful "designer" cabinets or full-size portable case.



### CREATIVE SEWING RIGHT AT YOUR FINGER-TIPS!

ZIGZAG • SCALLOP • MONOGRAM  
EMBROIDER • OVERCAST • APPLIQUÉ  
DO BUTTONHOLES AND DARNING  
all with the flick of a lever!

Hundreds of fine decorative stitches that add an expensive look to children's clothes, men's sport shirts, household linens, your own clothes . . . do all the popular stitches or create your own combinations. Switch from one stitch to another, quickly and easily, with the flick of a lever!



CLIP OUT  
AND  
MAIL TODAY  
FOR FREE  
SINGER CATALOGUE

Mail to SINGER SEWING MACHINE COMPANY,  
Dept. C.G. 97, at address nearest you:

201 Kennedy Street, Winnipeg, Man.  
20 Bloor Street, West, Toronto, Ont.

Please send me, FREE of charge, the SINGER Catalogue illustrating new models:

NAME.....  
ADDRESS.....  
CITY..... PROV.....

## SINGER SEWING CENTERS

\*A Trade Mark of THE SINGER MANUFACTURING COMPANY

## Homecraft - A Home Industry

Possessing a unique sense of color and design, Adrienne Legere Landry, a young New Brunswick housewife, turned her hobby of hand weaving into a thriving small industry

by VERA L. DAYE

LACEY woollen stoles and fine scarves, designed and hand-woven by a young housewife at Lakeburn, New Brunswick, achieved so much local popularity, they encouraged her to develop them into a small industry. Today, these and other hand-woven articles reach the Canadian retail market under the trade name of "Fundycraft."

The story of this home industry had its start a few years ago when Adrienne Legere left her home in Paquetville to take a weaving course sponsored by the New Brunswick Government. Her work was so good that Dr. Ivan Crowell, head of the handcraft department, invited her to become a permanent instructor. Adrienne took the job. In addition, she studied allied crafts such as basketry, cork work, leathercraft and lamp-shade making.

Fanning out from provincial headquarters in Fredericton, the six or seven staff teachers travelled New Brunswick to give groups of men and women short basic courses for a nominal fee, plus the cost of materials. The weaving course, covering a one-month period, was given on looms rented for \$1 per week. Adrienne Legere's speciality was color and design. Into 30 days, she crammed instructions on how to make place mats, shopping bags and cushion tops in colorful wool, linen hand towels, men's neckties, scarves, and one large project such as a skirt-length.

In her spare time Adrienne continued to weave swatches, experimenting with designs and color combinations, as well as weaving yardage for skirts and suits for herself.

After her marriage to George Landry, a Trans-Canada Airlines employee, Adrienne gave up her job and went to live in Lakeburn, a small community opposite the Moncton airport. And it wasn't long before her four harness loom was set up and in working order.

Very soon her black and white evening stoles and pastel-toned



Adrienne at work at her floor loom equipped with a fluorescent light.

scarves were achieving popularity in local circles. Then one day a friend, impressed with the quality of her work, persuaded her to give him some samples to show to a Montreal store. To her surprise, the result was an immediate \$500 order for hand-woven stoles.

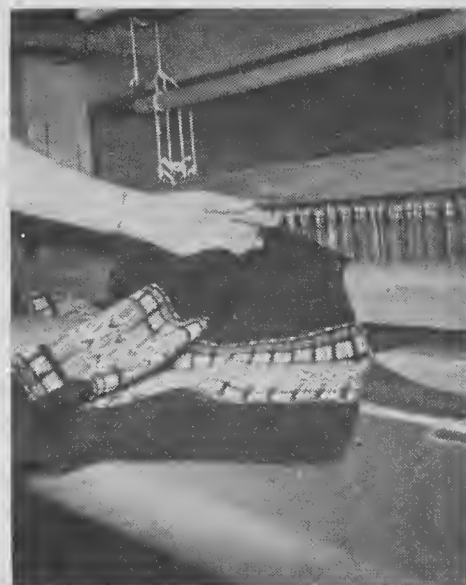
IN the beginning, George Landry wasn't enthusiastic about his wife starting a business of her own. But as the demand became more pressing, he realized it was a type of work from which they could both benefit, if it could be developed so that the burden of production would not fall on his wife.

Accordingly, after much discussion, the young Landrys decided Adrienne should train five girls at once. They purchased looms and set them up in Adrienne's old home at Paquetville. The month-long basic training course was a strenuous one, but the girls set to work with a will, because the Landry scheme promised earnings in a rural area where opportunities were few.

No articles were sent out until the weavers had attained the standard of excellence Adrienne had set for them. After the first order for stoles was shipped to Montreal, the firm re-ordered four times within a few months, and since then it has become a permanent customer.

Soon five weavers were not enough. Mrs Legere's home became too small for the operation, and the Landrys found it necessary to double their production line. Adrienne's sister, who had taken her place with the handcraft department at Fredericton, came to their rescue, and helped instruct another group. This time the Landrys chose married women who could set up the looms in their own homes.

WITHIN a few years, the Landrys' handcraft hobby has become a thriving small industry. Their weavers produce steadily and are paid by piece work. One woman does nothing



A bright scarlet skirt length, with a striking white, black and silver pattern.

(Please turn to page 74)

# In Anticipation . . .



It's wise to be ready, the sages say, and it is indeed a wise homemaker who buys her sewing materials at sale-time and makes up the garments at leisure and well in advance of wearing. Designs presented here are suggested in anticipation . . .

No. 2160—Of first days at school, when being able to wear a pretty dress is about all that will encourage a shy beginner to return to class. Sizes 1, 2, 3, 4, 5, 6. Size 6 dress and overdress-apron requires  $3\frac{3}{4}$  yards, 36-inch fabric. Price 50 cents.

No. 1781—Of rough and tumble play, when a fella wants to feel comfortable in a casual shirt. Sizes 4, 6, 8, 10, 12, 14. Size 12 requires  $2\frac{3}{8}$  yards, 36-inch fabric. Pattern features yoke back and wear-outside shirt tail. Price 35 cents.

No. S-39—Of cold days, when a duffle coat that deflects the winds and fits close around the face is pleasant wear for youngsters. Sizes 4, 6, 8, 10, 12, 14. Size 6 (view 1) requires  $1\frac{5}{8}$  yards, 54-inch fabric; view 2 requires  $2\frac{1}{8}$  yards, 36-inch fabric. Price 50 cents.

No. 1999—Of church socials, lodge teas, or anniversary services. Jacket can match or contrast, and extra style is achieved in the skirt's inverted box pleat. Sizes 12, 14, 16, 18, 20, 40, 42. Size 18 requires  $5\frac{3}{8}$  yards for view 1; view 2 requires  $3\frac{1}{2}$  yards, both 36-inch fabric. Price 50 cents.

No. 2174—Of an important date in town, or semi-dressup school affairs. Sizes 11, 12, 13, 14, 15, 16, 18. Size 15 in view 1 requires  $4\frac{1}{8}$  yards fabric; view 2 requires  $3\frac{3}{4}$  yards, both 36-inch. Price 50 cents.

No. 1026—Of months leading to that blessed event, you looking pretty in a smartly styled maternity suit. Sizes 11, 12, 13, 14, 15, 16, 18. Size 16 requires  $4\frac{5}{8}$  yards, 36-inch fabric. Lower edge width of skirt is  $58\frac{1}{4}$  inches. Price 35 cents.

Patterns are printed with instructions in English, French and German.

State size and number for each pattern.

Note price, to be included with order.

Write name and address clearly.

Order Simplicity Patterns from The Country Guide Pattern Service, Winnipeg 2, Man., or direct from your local dealer.

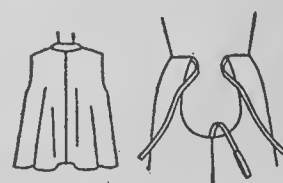


1

2174

2

1026







## Wards *Free* New Christmas Catalog

Packed with hundreds of wonderful gifts—you can buy more than ever before—at Wards thrifty prices.

- Biggest ever Toyland
- Gift clothing—for everyone
- Gifts for home, hobbies, fun
- Christmas-time decorations

352-page Christmasland—a world of gift ideas right at your finger tips—to shop in your leisure. There's a special gift suggestion for everyone on your list. Yes, you can give more Christmas joy with gifts from Wards—and save money. Prompt shipment to you—or direct to anyone you name—anywhere in the world. And to assure Santa's safe arrival Wards insure every Christmas package.

It's not too early—now is the time! Send today by Air for your Free catalog—so you can mail your "list" in time for Christmas delivery.

MONTGOMERY WARD, Dept. 309X, The Country Guide, Winnipeg 2, Man.  
Please send Wards Free new Christmas Catalog.

Name \_\_\_\_\_  
(PRINT name and address clearly)

Street Address or  
Box Route No. \_\_\_\_\_

City or P. O. \_\_\_\_\_

Province and Country \_\_\_\_\_  
(Get Catalog quicker, send coupon Air Mail)

**WASH DAY IS BRIGHT!**  
We  
got rid of  
**RUSTY  
WATER!**



With a DIAMOND Iron Removal Filter you'll have no more rust spots on your clothes!—Water is crystal clear, palatable. Send for free descriptive book.

OSHKOSH FILTER & SOFTENER  
CO. (CANADA) LTD.  
BRANDON (Dept. C) MANITOBA

### CARD READING (By Mail)

Your past, present and future.  
5 questions answered \$1.00  
GEORGE

3033-CG So. Homan Ave., Chicago 23, Ill.

### What's for Dinner, Mom?

Sometimes Mom wonders too. It's not always easy to think up new ideas to satisfy those appetites, which seem to need satisfying at all hours of the day. If you've tried any of The Country Guide recipes lately, or any of our homemaking ideas, why not let us have your comments at The Country Guide, Winnipeg 2, Man.

## Homecraft— A Home Industry

Continued from page 72

but make warps on a large warping mill. Others set up the looms with 100 yards of warp in various colors and widths. Pots of boiling water are kept in the workrooms to keep the wool soft and to prevent the fine wool strands from tangling. Setting up the looms and threading the patterns takes the longest time, but when everything is ready, an expert weaver can produce 10 to 12 scarves a day, in different pattern and color combinations.

Scarves average 10 inches in width by 40 inches long. This season the Landrys had seven different styles, shown in white, pink, blue, yellow, red, black and light green. All had silver or gold lurex trim with a pattern in bouclé. The fringed ends are hemstitched so as not to pull out. The elegant stoles are black or white, pink or blue, with silver and gold metallic threads woven into the open-work lacey patterns. The fringe is hand knotted and the finished stoles measure two yards in length. All are woven of 100 per cent wool, claimed to be washable and shrink resistant.

Adrienne Landry creates all the designs on her own loom at Lakeburn and sends swatches of patterns to her weavers. She likes to change patterns every season but sticks to three basic designs each year. Threadings such as the Honeysuckle, Batternut, Snowball or Rosepath are comparatively simple, and, by changing the treadling, literally thousands of different designs can be developed.

Mrs. Landry uses bouclés and metallic lurex for both trim and patterns. The bouclé is imported from the manufacturers in the U.S. The Landrys dye it in various shades to their own specifications.

The weavers shrink the articles when they are first removed from the looms, then finish each one, press and label it before shipping to the Landrys for marketing. In this way, the Landrys feel the workers take more pride in the finished article than they might otherwise do.

Mrs. Landry insists that everything remain original and refuses to duplicate any design. At present she is developing new designs for skirts, which are to be made up in light weight wool. These will be finely tailored in pleats or gores before going to market. Light skirts are accented with deeper tones. Dark skirts, such as black, navy or red, have borders in light colors with glittering metallic and are washable.

Both Mr. and Mrs. Landry travel to the larger cities to show their patterns, but George is the business head of the industry, while Adrienne divides her time between weaving, housekeeping and looking after two very small boys.

### Essence

*The bitter brine of misspent years  
Beside a cold and faithless sea  
Preserved my laughter and my love  
For hilled eternity.*

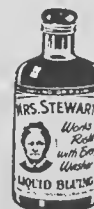
—GILEAN DOUGLAS.



**"EXPORT"**  
CANADA'S FINEST  
CIGARETTE



"Oh well, cooking isn't everything—she sure knows how to keep the linens white and sparkling with Mrs. Stewart's Bluing!"



Whether "company best" or the everyday kind of linens, Mrs. Stewart's Bluing keeps them dazzling white. A job that only real bluing can do!



## Freeze Food To Expand Markets

THERE is a four-acre field on the banks of the St. John River, south of Woodstock, New Brunswick, that has grown a few dollars worth of hay during recent years. This summer, however, Albert Minton should harvest a crop from it worth several thousand dollars.

This, if it develops, will be due to modern food-freezing methods, and the confidence of four brothers in the future of farming in New Brunswick. But Albert Minton is only one of hundreds of farmers who should benefit because McCain Foods Ltd. built a new \$750,000 frozen food plant at East Florenceville.

Already the firm has contracted for 50 acres of strawberries, and 1,000 acres of peas for this season. They are investigating, also, the possibilities of freezing broccoli, carrots and spinach. Curiously enough, the major aim of the ambitious McCain brothers is to keep Canada's "potato province" in the lead in marketing spuds.

"Across in Maine," Bob McCain told The Country Guide, "in Aroostook County alone, over a million barrels of frozen french fries were produced in 1956. Meanwhile, we have been depending on the market for raw potatoes, for just about our entire crop.

"In our new plant, we'll be turning potatoes into french fries and building markets in big cities like Montreal and Toronto. We hope to expand the Maritime market, too." Already, they are selling 30-pound bulk packs of frozen french fries to restaurants and hotels.

The McCains have solved the problem of the short processing season that plagues many canners. They plan now to handle strawberries for about two weeks in summer, then peas for about six, after which they can and freeze potatoes all winter and spring.

Because cash-crops other than potatoes are relatively new to farmers of the area, the McCains will maintain close control over growing methods, to assure a high-quality product. For instance, the firm provides virus-free plants of the Senator Dunlap, Sparkle and Catskill varieties to strawberry growers. It arranged for planting equipment when the seedlings were set out last year, and is keeping growers advised on the best cultural practices.

## This week's Robin Hood "BAKE-TESTED" recipe

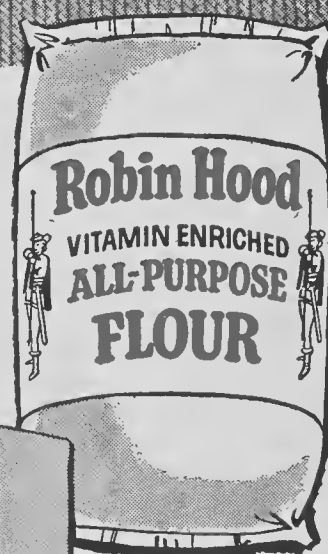


### Robin Hood ORANGE ROLL-UPS

- |  |                             |
|--|-----------------------------|
| ½ cup Orange Marmalade                     | 2 Tablespoons Sugar         |
| 2 Tablespoons Soft Butter                  | ⅓ cup Shortening            |
| 2 Cups Sifted Robin Hood All Purpose Flour | ¾ cup Milk                  |
| 4 Teaspoons Baking Powder                  | 3 Tablespoons Melted Butter |
| ½ Teaspoon Salt                            | ½ cup Light Brown Sugar     |
|  | 2 Teaspoons Cinnamon        |

Preheat oven to hot, 425°F. Prepare 12 greased muffin tins by mixing 2 teaspoons of orange marmalade, ½ teaspoon butter in each. Sift flour with baking powder, salt and sugar. Cut in shortening. Add milk all at once, stirring until all flour is damp. Turn onto floured board and knead lightly 20 seconds. Roll out into rectangle 12" long and ¼" thick. Brush with melted butter. Mix together sugar and cinnamon and sprinkle over butter. Roll up like a Jelly Roll, cut in 1½" slices. Place cut side down in prepared muffin cups. Bake 18 to 20 minutes. Invert pan and let stand 1 minute before removing. Serve hot.

Yield: 12 Roll-Ups.



Robin Hood Flour comes in fine quality cotton bags, 100 lb., 50 lb., and 25 lb. sizes. Paper label soaks off—no ink to wash out. Also in handy 10 lb., 7 lb., 5 lb. and 2 lb. packages.

use "BAKE-TESTED"

# Robin Hood Flour

GUARANTEED BEST FOR ALL YOUR BAKING



[Guide photo

Albert Minton is one who will benefit from the new frozen food plant.



# The Country Boy and Girl



**P**EOPLE who have travelled the world over tell us that Canada has the most beautiful woods in the world. We believe this is so, especially when leaves put on their autumn dress. Across our land Mother Nature sweeps her huge paint brush filled with bright bold colors of breath-taking beauty. From her many-tinted color box comes clear, shiny yellow for the leaves of poplar and birch, golden brown for the gnarled oak and bright scarlet for pincherry leaves. The dull tawny grass serves as a background for red rose hips, purple gentians and goldenrod.

Did you ever print your initials on a ripening tomato? It's just the right time of the year to try this out and it's lots of fun! Cut out your initials from thin black paper and paste them on a green tomato. Place the tomato on a sunny windowsill for a few days. When the fruit has ripened, wash off the paper initials. You will find your initials printed in light green on the red tomato.

*Anne Sankey*

## The Obliging Spider

by MARY GRANNAN

**O**NCE upon a day, a very funny thing happened. It all began the morning that Annie was sweeping the back porch and the patio. Her broom was going swish, swish, swish. She finished the floor of the porch and the steps in no time. Just as she raised her broom to dust off the lattice under the porch, a small voice cried out pleadingly, "Don't. Don't sweep away my home, please."

Annie dropped to her knees and looked into the harassed face of a spider. "Was it you who spoke to me?" Annie asked.

"Yes, it was I," said the spider. "In another second my home would have been wrapped around your broom."

"I'm sorry," said Annie, "but how was I to know you were there. This is my house and my back porch. Who said you could live here?"

The spider sighed. "No one," she said. "I came here because I thought it would be safe. It's cool under the porch floor and I didn't think anyone would mind my setting up house-

keeping here. It's difficult for a spider to find a pleasant place for a home. I looked everywhere yesterday, and when I came over here, I said to myself, "Spinella, this is it!"

Annie laughed, "My name is Annie. And don't worry, Spinella. I won't sweep your home away."

"Thank you very much, Annie," said Spinella. "If I can do anything to oblige you, I'll be glad to do it."

Annie laughed again. "What could a spider do for me?" she wondered.

"One never knows," said Spinella, wisely. "Even though I'm very tiny, there may come a day when I can be of great assistance to a big girl like you."

Every morning after that, Annie called on the spider, and heard all that was going on in the spider world. She told Spinella of her own adventures. They became great friends. One day Annie came tumbling down the back steps excitedly, "Spinella," she said, "can you see the lake from here?"

"No," said Spinella, "but if I spin myself a web to the branch of a tree, I can see it."

"Please do," said Annie.

Spinella came out of her house and spun her way to a hanging branch of the weeping willow tree. "I can see the lake now," she announced.

"Good," laughed Annie. "Do you see the white boat with the gold letters? Those letters say 'The Annie M.' The boat is named after me, Annie MacDougald! And Spinella, that boat has red sails, and if it's fine tomorrow, we're going sailing. Of course if it rains, we won't go, my mother says. Spinella, it just has to be fine tomorrow."

"I hope it is," said Spinella. "It looks like a very nice boat. You will be careful, and sit very quietly, won't you?"

Annie promised to be careful. She went back into the house. "I can hardly wait until tomorrow," she said to her mother. "If it rains tomorrow, I'll just die. I know I shall."

Mrs. MacDougald laughed. "I don't think you'll die, honey," she said. "There's no need to worry in any case. If it rains tomorrow, we can go another day."

"Oh, no," cried Annie. "I can't wait for another day. I've been waiting for tomorrow. Mom, do you think it's going to be fine?"

"It's clear now," said Mrs. MacDougald, "but summer storms come up quickly. I'm no weather prophet, Annie. I can't make you any promises."

During the afternoon, the skies began to darken. By dinnertime, low hanging clouds covered the district. Annie ran to the radio, hoping for the best, but fearing the worst.

The weatherman said, "C l o u d y today. Rain tomorrow, clearing at midnight."

Annie went to her mother. "Did you hear him, Mum? He said 'rain tomorrow.' What are we going to do, Mum?"

"There's nothing we can do, Annie," said Mrs. MacDougald. "Just calm down and hope for the best. The wind may change."

Annie took her troubles to Spinella. She was almost in tears when she reached the spider's web. "It's going to rain tomorrow, Spinella. The weatherman said so. Do you see all those clouds up there? They're full of rain, and they're going to dump all the rain on us, and Daddy won't try our new sailboat."

Spinella was thoughtful for a moment. Then she looked up at Annie. "Do you mean," she said, "that if those clouds were moved away, it wouldn't rain?"

Annie nodded.

"I'll move them then," said Spinella.

In spite of Annie's disappointment in the weather, she couldn't help laughing at the spider "How could one little spider move all those clouds?" she asked.

"I wouldn't attempt it alone," said Spinella. "I'll get help. I'll get every spider around and about to spin a web to the sky tonight. We'll tie our silken threads around those clouds and we'll move them away from here. I promise you Annie, there'll not be a cloud in the sky in the morning."

"Thank you, Spinella," said Annie, happily.

"That's all right," said Spinella, "you did me a good turn. Now I'll do one for you. I always try to be obliging."

The next morning, the sun was shining and the sky was blue. There was not even one small fleeting cloud. "Spinella did it," said Annie. "Spinella took all the spiders to the sky last night and pulled away the clouds."

"Darling," said her mother, "the wind changed in the night."

But Annie knew better. Annie knew that the clear weather was the work of an obliging spider. V

## Sketch Pad Out-of-Doors

No. 67 in series—by CLARENCE TILLENUS



[Photo by Mrs. H. Sanders.]

## Doing Dishes

by EFFIE BUTLER

*I'd rather ride my bike and play  
With my black puppy in the hay;  
For washing dishes isn't fun,  
But Mother says, "They must be done."  
So what's the use of idle wishes?  
I'll hurry up and do the dishes.*



**A** COUPLE of farm dogs at play make for lively action sketches, if you have your sketchpad handy. When you first begin, you will find it a difficult proposition to get anything worthwhile in the way of a drawing. No sooner do you get a line or two down, say of the head, than the dog is away in some other direction and you are left with nothing to draw from, which is exasperating.

Practically all action drawing is memory drawing. You spend much time simply watching the animals move and memorizing their appearance while moving. Then take out your pad and sketch from memory. Naturally it takes a great deal of practice to develop this ability but it is surprising how much your mind will retain when trained in this way.

Maybe you are fortunate enough to know a boy who owns a dog. If it happens to be a dog that will run after and retrieve a rag ball or a stick, and if you can get the boy to have him do so for an hour or so while you sketch, you are in luck. An hour or so a day of this kind of sketching will greatly develop your power to draw from memory. At the same time you should make many careful drawings of the dog at rest or sleeping so that you become entirely familiar with his shape. The memory sketches will be much better for it and will be done a lot faster.

(Sketch Pad Out-of-doors series now available in book form from The Country Guide, Winnipeg. Price post-paid \$1.00). V

# Danger Lurks in Old Junk Piles

by M. O. MYERS

THOSE junk piles where the old tin cans are thrown can be a hazard to farm animals. Even the lowly pig. Pigs are wizards at rooting out trouble for themselves and for others.

We had a litter of young swine during the summer that were nearing weaning age, and being typical hogs, they found the grass greener on the outside of the fence. One hot day a neighbor drove in and presented us with a pig he had found wandering around in an alfalfa field about three-quarters of a mile away. Being of the size and kind of ours, it seemed obvious that it belonged here. A count of the litter verified it. But it was an ailing pig. Sunstroke, we all declared, from its behavior! The neighbor had been able to capture it because it kept turning around in circles and falling down occasionally. So into the shed it was put where Old Sol couldn't reach it until it recovered.

Three days went by with the pig walking in circles until it tired. It would rest awhile and go again. Sometimes it would run into the wall or a stall post, stop quietly a moment and listen until it seemed to get its bearings, then on with the march. Couldn't seem to see well. We settled for sunstroke as the cause, but with a woman's intuition I mentally envisioned a swine disease striking the herd, and said so.

The fourth day we felt that my fears had materialized. Another pig walking in circles! I phoned the vet, after a two-party husband and wife consultation. He said to bring one right in.

It was the busy season, as 12 months of the year are on a farm, and the men could not spare the time from the field, so I was elected to take the patient to the vet, a distance of about 35 miles.

Well, that innocent little pig might have been ill but not down and out! After doing up the umpteen chores and housework, I hied me out to the barn to devise a means of capture before making ready for the trip to the doctor. But the barn was empty. A hole under the wall told the tale. And search as I would I could find no trace of the ailing pig. I imagined the little fellow had wandered out into the field and every sneaking, ornery coyote had had a bite of the defenseless little chap.

A COUPLE of mornings later, still not giving up, I walked out through the trees again, acting on a hunch, and a little grunt gave his hiding place away. He was fast between two trees and, pig-like, would not back up. A very sick little piggie he was. One of the boys put him in a box, and away we went to visit the doctor of such animals. But alas, when we were half way there, he died. With horrible imaginings of the little guy in the shed at home and a large portion of those in the pasture following suit, we continued resolutely, straight to the veterinarian, to see

what this terrible killer could be. The doctor was not at home, but his kind wife told us to leave the corpse there and he would perform an autopsy at night and phone us the results the next day.

He didn't phone, and my anxiety boiled over. After all, I reasoned, hadn't all the rest been subjected to the disease and maybe should be vaccinated? So, I phoned him. He had been so late and tired the night before that he couldn't do the work, but was just ready to start now, and was very concerned about how the other one was, and did any more act queer, and would I please phone again at night?

I did, and he said, "I found lead poison."

"Ridiculous," I thought, but to him I asked, "How could he get it?"

"From chewing on a painted board, or an old paint can, he could get enough," he said, and asked about the other one, again.

"He's pretty good," I said, "but doesn't see well yet. Still runs into things sometimes."

## Dairymen Exhibit New Flare for Showmanship

*The C.N.E. dairy queen contest is the newest promotion to help farmers build good will in urban centers*

ONTARIO farm people have recently discovered that it pays to promote their products. They have decided that their own farm girls have the looks and talent to catch the public's eye, and have begun to crown queens each year to promote tomato festivals, the cherry crop, the peach harvest and a host of other foods.

But the biggest promotion yet, and just about the newest, is the dairy queen contest which is staged at Canada's biggest show, the Canadian National Exhibition. This contest was begun last year. When it threatened to sputter out, it was taken up by the province's 100,000 dairy farmers, through the Milk Producers' Coordinating Board, and made into a real success.

"It's the biggest single piece of promotion the dairy farmers of the province have ever undertaken," says Bob Jardine, secretary of the Ontario Cream Producers' Marketing Board, who was one of the dozens of farm officials putting in extra hours to get it organized.

Contests were set up right across the province, in which local dairymaids competed for the honor of being named dairy princess in their respective counties. The winners, 46 in all, came to the Toronto C.N.E. to

"Of course. He's blind," he told me calmly and surely.

"Will that make him blind?" I asked in genuine surprise.

"Always," he said, "and he will have fits, too. It's lucky that he is still alive."

I was dubious about the "fits," but when I mentioned it to the menfolk they said he did. He would jump up out of his bed in the straw, run around and leap about a foot high and fall down, from no provocation at all.

It was a great relief, not that one pig was dead and another in a bad way, but that it was not a contagious disease. The remaining lead-filled pig had perfectly normal looking eyes, but never regained sight. It grew up well and we butchered it in about six months. The veterinarian said the meat would be fit for food after a month, but we thought that if a little bit is good, a whole lot is better, so we waited six months.

We learned a lesson or two. First, that there is danger in unexpected places. There was a piece of plywood painted with aluminum paint that formed a portion of the pen; and also some old paint cans over in the junk pile in a field. Either, or both, is a threat to animals. And secondly, if we see an animal showing such symptoms again, we will forget the sun and hit for the veterinarian. It could be poison!



## THE ROYAL AGRICULTURAL WINTER FAIR

NOVEMBER 15 • NOVEMBER 23



- Champion Livestock!
- International Grain & Seed Show!
- Queen's Guineas Competition!
- Cattle Auctions!
- Colourful Flower Show!
- Cooking Demonstration!

**ORDER TICKETS NOW  
FOR ROYAL HORSE SHOW  
8 INTERNATIONAL JUMPING TEAMS!**

EVENINGS	MATINEES	SATURDAYS
\$3.50-2.50	WED., FRI. \$1.00	MATINEE \$1.50

Send cheque or money order with self-addressed envelope to:

**C. S. McKEE, GENERAL MANAGER**  
Royal Agricultural Winter Fair  
Royal Coliseum, Toronto

## Ever Suffered from 'Tractor-itis?'

A western farmer wrote this letter: "Often when I've driven the tractor all day in raw, windy weather, I'm so stiff, sore and achy, I tell my wife I've got 'Tractor-itis'. So I pat Sloan's Liniment on my arms, shoulders, back and legs, and sigh with relief as good old Sloan's penetrates right to the sore spots. Sloan's sure keeps an old fellow like me in good working condition, and I wouldn't be without it for any money."

In most farm homes you'll find a bottle of Sloan's Liniment ready to give quick, soothing relief when rheumatic pains and stiff, aching muscles make life miserable, or when someone suffers a sprain, strain or bruise. Sloan's "deep heat" is so soothing and comforting, so effective in relieving pain. No farm home should ever be without SLOAN'S LINIMENT. 57-9

## PLOWSHARES LAST LONGER

Plowshares (and dozens of other farm implements) last longer with Colmonoy brand hard-facing than with any other kind, and with less work and less cost, too. Colmonoy Sweat-On Paste is applied with a brush, fuses into the most abrasion resistant surface you can buy. Made of chromium boride crystals (almost as hard as diamonds), it alloys into the surface under oxy-acetylene torch heat. Our Wallex hard-facing rod protects implement points, is tops in wear resistance. Ask your welding shop or write direct.

**COLMONOY WILL  
SAVE YOU REAL  
MONEY!**



### SPECIAL OFFER

To introduce them to you, a pound of Sweat-On Paste and a pound of Wallex (enough to do twelve 12-inch shares, and worth ten dollars) is being offered at only \$5.95 (till 11-30-57). Send check with order for postpaid delivery, or get it C.O.D. Ask for free farm hard-facing guide.

**WALL COLMONOY**  
(Canada) Ltd.  
3001 Broadway  
Montreal East, Quebec



# THE Country GUIDE

with which is incorporated

THE NOR'-WEST FARMER and FARM AND HOME  
Serving Canadian Farmers Since 1882

VOL. LXXVI WINNIPEG, SEPTEMBER, 1957 NO. 9

## Comment on Wheat

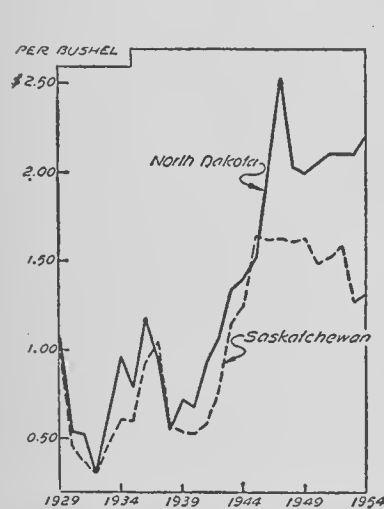
SOME interesting comment on wheat prices and land values appears in the July issue of "Farm Economics." This material comes from the Department of Agricultural Economics at the New York State College of Agriculture, Cornell University, Ithaca, N.Y. It compares wheat prices and land values in North Dakota and Saskatchewan for the period between 1929 and 1956, and is illustrated, as to prices, by the graph reproduced herewith.

This shows the course of prices only to the end of 1954. The following comments excerpted from the article, convey the conclusions reached with respect to prices:

"... Between 1946 and 1954, spring wheat farmers in North Dakota received from 36 cents to nearly 90 cents more per bushel for wheat than their neighbors across the border, in the prairie provinces of Canada.

"... In the United States... wheat prices, since 1948, have been determined largely by the support program, with prices based on a formula, which, until 1955, did not take into account changes in world market demands, or the costs of producing wheat. During much of the past decade, United States wheat has been sold abroad in competition with Canadian wheat, only with the assistance of liberal credit policies, foreign aid, and export subsidies." A final note says: "Between 1954 and 1956, the national average support price on wheat was reduced 24 cents in the United States; a further reduction of 22 cents is scheduled to go into effect in 1958."

The graph suggests that during the 26-year period 1929-54, the Saskatchewan farm price equalled the North Dakota farm price for wheat in only seven or eight years, including two years in which the Saskatchewan farm price was slightly higher. It very clearly shows the difference in the course of wheat prices in the two countries from 1945 on. Assuming the accuracy of the graph in all respects, a number of most interesting questions immediately arise in one's mind.



What advantage has the industry secured from the Canada - U.K. Wheat Agreement in the late forties, and the successive International Wheat agreements since? What has our much - vaunted grading and inspection system meant to the wheat producer, pricewise, during the 26-year period involved? How important, pricewise, has been the effect of Canada's system of voluntary acreage reductions, accompanied by delivery quotas, as compared with the acreage allotment method associated with the high U.S. price supports? Would the Canadian wheat industry have benefitted since the war by a system of pricing in the higher grades, on the basis of protein content? Would such a pricing system have brought about a more rapid and more realistic acreage adjustment?

These and a number of other questions quickly come to mind, and if the answers could be found with equal readiness, the problem of the wheat producer and of the Federal government would be greatly simplified. We do not have the answers; nor, apparently, does anyone else. How long will producers wait before they try to get them? V

## A New Period

FEDERAL policies and programs relating to agriculture are entering a new period with the change of government. After 22 years of continuous service as Minister of Agriculture, the Rt. Hon. James G. Gardiner will now speak with the voice of protest rather than authority. His place has been taken in the new Progressive-Conservative Government by the Hon. Douglas Harkness—a man 20 years his junior and with only a fraction of his agricultural and political experience.

Elsewhere in this issue there is mention of the background and experience of Mr. Harkness. Reports indicate that he has had a fine record as a school teacher, army officer and Member of Parliament, and that he has maintained an interest in farming throughout his lifetime. Moreover, he is said to be straightforward and capable of tackling any job with conscientious vigor.

No one will deny that the duties and responsibilities which accompany the agricultural portfolio are onerous, or that the issues to be resolved are many and complex. Mr. Harkness is taking them on at a difficult period—one overridden by a cost-price squeeze, which for want of relief was one of the causes of the defeat of the Liberal Government.

Farm credit, crop insurance, tariff policy, a revised price support program, a national conservation program and the proposed South Saskatchewan River project are but a few of the many subjects which Mr. Harkness must grapple with in the near future. In addition, there is the overshadowing grain surplus problem. And while Mr. Harkness is not the responsible minister for grain marketing at present, he can scarcely avoid having a major part to play in determining the line of action to be taken on this vital question.

Mr. Harkness cannot help but be an unknown factor at this stage. For our part we are willing to see what he makes of the opportunity that confronts him. We believe he would do well to draw heavily on the experience and talents of the large, well-qualified staff of his Department, and to retain, for the time being at least, the services of Dr. J. G. Taggart, the Deputy Minister of Agriculture, who is at normal retirement age.

No matter how strong the leadership may be, farm people cannot and should not expect miracles to happen overnight. If they do, we are fearful that they are in for a bitter disappointment, because improved Government programs, at best, are only a partial answer to the problems confronting the industry. V

## The British Market

LOOKING backward, it does not seem very far to the years when the Canadian producer of beef, dairy products, eggs, bacon hogs, apples, wheat and coarse grains would be more inclined to speak of *our* British market, rather than the less intimate term *the* British market.

Times change, and so do the conditions that make for satisfactory markets for farm products. There are several reasons why the British market for Canadian farm products is not now what it once was. Since the dollar became the most sought after unit in international currency, and since the most urgent needs of post-war Europe for food were met, the British market, though still a very important market for Canadian farm products, has slackened off. For this change, several factors are responsible. One of them involves the relatively high premium on the Canadian dollar in the international dollar market—now standing at around 5.5 per cent. This means that non-dollar countries must provide more of their own currency to meet the dollar prices of Canadian farm products. Another factor is the greatly increased competition among all food exporting countries for a share in the British market. Still another reason is Canada's natural attraction to the United States market for a very large proportion of our imports of all products, including foodstuffs. So serious is this factor that were it not for the strong flow of foreign capital into Canada during our period of industrial expansion, we would be hard put to meet our trade deficit with the

United States, now running around a billion dollars a year.

The final reason, which is of increasing importance, is the increased efficiency of British farming. Last year Britain produced about a third more wheat than in the previous year. We sent Britain 54 per cent of the wheat she imported and 67.5 per cent of the flour. Nevertheless, the total quantity of flour sold in Britain has fallen 19 per cent in the last nine years. Last year we supplied 80 per cent of the barley Britain imported, which was, however, 5.4 million bushels less than she imported the year before. It is true that fully matured and branded Canadian cheddar cheese tops the British market in price, but one of the problems of the British farmer is the large supply of milk he must market. Indeed, he was warned recently that the dairy industry might not be able to take care of the surplus, if much more is produced. Also, Britain is exporting substantial quantities of eggs to West Germany and other European countries. Her production of carcass meats was one-third greater last year, than pre-war. In 1956, Britain had an all time record dessert apple crop; but of the 9.4 million bushels she imported, Canada could sell her only 771,000 bushels, as compared with 943,000 the previous year. A hopeful note is that the top grades of Canadian maple sugar, maple syrup and honey may command something of a premium in Britain, now that they have again been admitted.

It would appear that British efforts to save foreign exchange by cutting farm costs and raising farm efficiency by the use of forward prices, subsidies, and national advisory services, have been successful. The British farmer is fairly well protected now against abrupt changes in government policy; and he may be expected to continue his efforts toward greater efficiency, in the hope of securing a still larger share of the home market. V

## The 4-H Clubs

"THIS is an excellent program and should be supported." How often this comment, or its equivalent about 4-H Club work is heard from farm parents from one end of Canada to another. Unquestionably, in our view, this work deserves the genuine interest and active support of farm communities in every part of Canada.

The basis of 4-H Club success is to learn to do, by doing. This is accomplished largely by having club members take the responsibility for completing at least one project each year that deals with some practical aspect of farming or homemaking. Members thus learn much of what is known about a wide range of subjects. But what is equally important is that 4-H Club members are given the opportunity to develop personality and the qualities of leadership. They learn how to conduct meetings; how to work and play; how to speak in public; and accept, as well as discharge, responsibilities; and how to organize their time and materials. Through the 4-H program, they can develop powers of observation, judgment, and self-reliance, and ultimately make very real contributions to the welfare of their respective homes and their communities.

Not long ago, the president of one of Canada's largest universities gave high praise to the qualities of mind and spirit of the rural young folk who entered his institution for study. He believed that these farm young people were consistently of higher calibre than their city cousins—more mature, more certain of their objectives. They applied themselves more willingly and were inclined to place emphasis on matters of real importance. We suggest that one of the reasons for this phenomenon is the influence of the 4-H Club work on rural youth.

Another chapter in the history of this work in Canada is shortly to begin. We hope that parents in all communities where 4-H Clubs exist will encourage their young folk to participate. Where no such clubs have been organized, we hope that enterprising farm families will get together to provide one. In all provinces, representatives of provincial departments of agriculture will gladly offer a helping hand and provide the benefit of their training and experience. V